

# THE MANUFACTURING CONFECTIONER

Pioneer Specialized Publication for Confectionery Manufacturers

PLANT MANAGEMENT, PRODUCTION METHODS, MATERIALS, EQUIPMENT, PURCHASING, SALES, MERCHANDISING

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for April, 1939

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# OFF THE PUBLISHER'S CUFF

I have been away from my office for a month during which time my peregrinations have taken me to some of the important candy centers in the East and South, as well as to the seat of our government. A lot of information can and does flow to and across the desk of a publisher, but in order to get right down to hard pan on the facts of a good many things one hears only rumored, it is necessary to leave the easy chair every so often to meet and talk to you people in your own places of business.

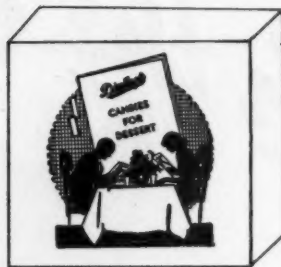
On this swing, one of my first stops was at Dimling's, in Pittsburgh. Dimling's have a wide reputation as being most cordial to visitors, and I tasted of their cordiality at first hand. On my visit, they were comparing their Easter goods and anticipating a larger Easter business than ever. Easter is their biggest season, and fruit and nut eggs are among the biggest sellers in their territory. They use a lot of containers having secondary uses, such as wooden boxes, mirror boxes, dishes and other attractive containers. At Dimling's too, I met Miss Schwarz who is, so far as I know, the only woman superintendent in a candy plant, that is, other than where the woman owner of a shop does her own supervising.

Out at the Westinghouse plant in Pittsburgh I saw a piece of equipment which I believe will have limited application in our industry. Called a sterilamp, this device is used for sterilization of restaurant water glasses and silverware, for prevention of fermentation in storage tanks of diluted syrups, and other similar purposes.

A store doing an outstanding job of candy merchandising is the Kaufman Store, also in Pittsburgh. Miss Young, candy buyer, is well known to the industry.

In Washington, I learned from the Food and Drug Administration that candy ingredients must be on your packages. The Administration also feels that our industry has had plenty of time to adjust its packages to this law, which was signed by the President on June 25, 1938. Regulations were issued Nov. 9, 1938, giving manufacturers seven months to readjust themselves to the new order. It's a mystery to me why manufacturers were so thoroughly convinced candy would be exempted.

In commenting on an article about Candy which appeared in a recent issue of *Consumers' Guide*, the editor told me he found further studies are being made. I visited with the author of a recent Department of Agriculture release on Diets (Circular 507) and she said: "You won't like the recommendations we've made."



Packet of Candy Dessert Being  
Featured on Menu of a Leading  
Pittsburgh Restaurant

Shortly after my visit, these recommendations were published in the newspapers in connection with the government's plans to issue to relief clients pink slips which are used in the purchase of food products. These slips are not usable for the purchase of candy or whisky or tobacco. What this industry would like to know, of course, is, when has candy taken on the objectionable features attributed to the other commodities with which it is classed in this connection?

As always, I got a lot of inspiration out of the Packaging Exposition, held in New York this year, where our good friends, Clapp and Poliak, managed the show. My only regret was that more candy manufacturers were not there to hear and discuss the New Food and Drug Act with Mr. Salthe, one of the principal speakers. For an entire afternoon, the conventioners had the privilege of asking questions and getting correct answers to the labeling of products covered by the Act.

Exhibitors included many firms well known to our industry. Very few candy packages were in evidence at the Award Exhibits, but a great many booths of exhibiting companies did show candy as part of their display. Mr. Kimbell of Kimbell Candy Co., Chicago, was the only Chicago manufacturer I saw at the Packaging Show. Necco was well-represented at every session.

In most of the territories I visited, Easter business promised to be larger than last year. When you manufacturers read this, I hope you will have realized your fondest dreams on this. A manufacturer in the South told me his Easter business was running as high as 30 per cent above last year. Stepping into another southern plant, I could not see over the tops of the boxes which were piled all over the entrance and throughout the office and factory. This company, too, had an unusual increase in business. The high humidity

on the day I was there was discouraging, as they were working on chocolate goods and were confronted with the problem of bringing the goods from their air conditioned plant to the distributors, and keeping it in best condition.

I enjoyed my visit with O. E. Elmer. He is an aggressive manufacturer who showed me a very attractive line of Easter goods and the good regular lines he makes.

I also visited Mr. Perez, a newcomer in the industry, who has increased his business so steadily that he already has had to move three times in order to provide for larger manufacturing space.

Jacobs Candy Co., New Orleans, was also very busy with Easter orders, I found. It seems that this part of the country is much more aware of Easter, from the candy standpoint, than many other sections.

My trip to New Orleans was made particularly pleasant as a result of the personal interest of Mr. and Mrs. W. J. Oertling, who showed me the town. Mr. Oertling represents the California Fruit Growers Exchange, with headquarters in New Orleans. This town is full of candy. Much is sold through sales boards, and Easter eggs of all kinds, wrapped in foil, fill the counters of all types of candy stands. The five large commercial candy manufacturers, as well as the many little retail shops making their own goods, do their largest volume during the Easter season.

Cincinnati is another town where Easter is a big candy season. But manufacturers I saw there told me their volume was off compared with last year. Here, as everywhere else I visited, the manufacturers were much concerned over the labeling requirements of the New Food and Drug Law. However, I found that Mr. Pritz, Mueller Licorice Company, had his labels well designed and ready to meet all requirements by the time the law becomes effective. He is the first manufacturer I have talked to who seems to have his house in readiness.

It is always a pleasure to visit the Mavrakos shops in St. Louis. One sees high quality candy effectively displayed. Mr. Mavrakos reports business better than last year, and certainly, they seemed to be ready for a good Easter trade. Mr. Mavrakos told me of the fine cooperation being shown by the retail manufacturers for the A.R.C. convention in St. Louis in May. All plans for entertainment and business are complete, and every manufacturer-retailer who can possibly be there should attend.

Most of us in the trade wish that we were two people so we could be at both conventions which are being held the week of May 22. Some day perhaps this conflict of dates will be ironed out, but in the meantime, here at least is one person who hopes they will, if they must be held at the same time, never be more than 300 miles apart.

--P. W. A.



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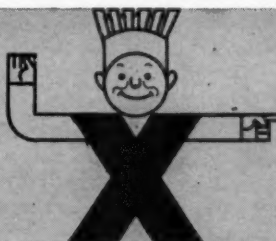
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# THE MANUFACTURING CONFECTIONER



## FLAVOR EMULSIONS IN CANDY

By **CLAUDE JOHNSTONE**

Flavor Dept., Dodge & Olcott Co., New York

**I**NTRODUCTION of flavor emulsions for use in candy work needs considerable explanation; first, as regards its preparation and limitations; second, its proper application or introduction into the candy mass so as to secure best results.

An emulsion is a heterogeneous mixture containing two liquids of entirely different physical and chemical characteristics; one suspended, in the shape of small globules, in the other, and insofar as it concerns this paper, the suspended phase will be considered as the flavor, and water will be considered as the suspending medium. In emulsions of this type, a third phase must also be present, and that consists of a protective colloid. This protective colloid always consists of a vegetable gum, soluble in the water or dispersing medium.

The dispersed phase is insoluble flavor oils suspended in the water phase and protected from coalescence by the colloid. (See accompanying sketch.) This is known as the oil-in-water type of emulsion, and will be the only type considered in this paper, although the opposite, or water-in-oil type, offers interesting possibilities in this field.

### *Emulsifying Agents*

The protective colloid is also known as the emulsifying agent and consists of a water soluble, edible, vegetable gum such as Acacia, the exudation of a shrub growing in northern Africa. The better grades, free from sand and other foreign matter, are preferable for emulsion work.



Claude Johnstone

Other types of emulsifying agents can be used, but generally offer some objectionable characteristic which renders them unfit for commercial use for this type of flavor suspension which is intended to remain stable over a considerable period of time. Egg albumen, gelatin, Irish moss, casein, starch, saponin, and water-soluble proteins, have all been used with varying success, but in general each one of them offers some objection for this special flavor work. For instance, gelatin will give good protection to suspensions in which it is used but is subject to decomposition. Casein will only be effective in an alkaline medium. Saponin, which is a good emulsifying agent, mechanically does not give sufficient protection in the small quantity ordinarily used, besides being unlawful in a food product.

For coarse emulsions, considerable gum tragacanth is used as a thickening agent. When used with some other emulsifying agent, it thickens the mixture and prevents

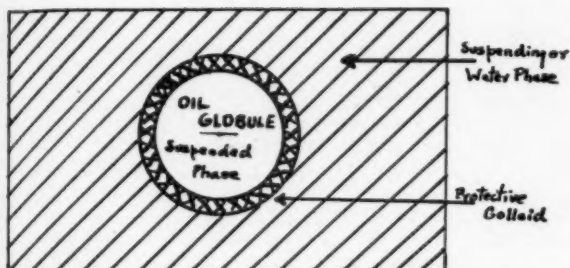


Diagram Indicating Dispersed Phase. Insoluble Flavors Suspended in the Water Phase and Protected from Coalescence by the Colloid

the coalescing of the oil droplets and the effect of the difference in gravity of the two phases.

Tragacanth or Karaya merely swell in water and do not go into solution, and therefore do not offer protection to the suspended droplet of oil. They are sometimes used to oppose the aggregation of the smaller suspensoids into larger groups.

### Flavor Emulsion Procedure

The general procedure in making flavoring emulsions is to add the protective colloid, in the form of a fine powder, to the oil phase before adding to the water phase. In this way the colloid particle is thoroughly covered by the oil and when introduced into the water, will go into solution in the water phase, immediately forming the proper protective film around each particle or globule of oil as it is mechanically dispersed.

Mechanical dispersion is possible and practical without the addition of a protective agent, but any emulsion to be permanent must be stabilized by the addition of a protective colloid.

The stabilizing action of a protective colloid is dependent upon a minimum time after it has been added to the emulsion to attain its maximum protective action. Since this protective action depends upon the specific properties of all of the ingredients involved, the maximum stabilizing action is a matter to be determined in each specific product by experimentation. The temperature of the emulsion at time of manufacture may vary the peptizing action of the water used as the suspending medium or adsorption of the stabilizing colloid. The effect of temperature must be determined by experimentation.

It is evident that the protection of the emulsion is of first importance, and without the addition of a colloid, the suspension would be of little commercial importance. It is also evident from the amount of work done on these emulsions that the quantity and quality of the protective colloid is of primary importance.

It is also evident that the action of acids ordinarily used in food products will not precipitate an emulsion properly protected by a colloid, provided the concentration is not too great, and that the suspension is not subjected to severe temperature changes or sustained agitation.

This protective film method is more readily controlled than where stabilization is accomplished by the adsorption of specific electrolytes. Double protection results when stabilizers are added to both solutions before they are mixed in the preparation of an emulsion. That is accomplished by adding to the oil phase an oil soluble

protective colloid, in addition to the protective water soluble gum in solution in the water phase. The efficiency of both stabilizers usually increases with time up to a maximum value.

With protection of films, the force of attraction between the molecules of the stabilizer must be less than between the stabilizer and either phase in the system. Excessive or added viscosity in an emulsion is not necessary except in a poorly made suspension where it is essential that the migration of the suspended oil globules be prevented as long as possible. Viscosity is defined as the resistance of a substance to shear or flow. Glycerine is considered quite viscous, whereas water has little viscosity and is, therefore, quite mobile. An emulsion made with glycerine and a gum is very viscous and the globules of oil are held in a net, as it were, and prevented from exerting the quality expected of them by the difference in gravity between the oil and water phase.

This condition of difference in gravity between the oil and water phase is of considerable importance in this type of work, and the nearer to being equal the two phases might be, the more stable the emulsion. Therefore, any product such as glycerine added to the water phase would be contra-indicated unless a compensating value was placed on the oil phase. In commercial work the more closely the gravity of the suspending phase is kept to that of water, the greater the subdivision of the oil phase and the less mechanical force required to accomplish a given result.

### Size of Dispersed Oil Particles

The size of the oil particles is very important as affecting the permanency of the emulsion. In an emulsion made by mechanical means the size of the particle is in direct proportion to the amount of force used in its subdivision. This is usually accomplished by using high speed propellers in closed tanks or containers, but can be best accomplished by a machine known as an homogenizer, which is largely used by the milk and ice cream industry.

The pre-mixed emulsion is forced thru a conical needle-valve with a clearance of a few thousandths of an inch, at high pressure, generally from 2500 to 5000 pounds per square inch. There are several types in commercial use, all producing about the same results. By high pressure and sudden release the machine splits the oil globules into a very finely divided state. These machines are best suited for the oil-in-water type of emulsion, and are not intended for dispersing solid particles. The primary emulsion must be of such consistency that it will readily pass thru the valves of the pump of this machine, and to do this it must be free-flowing. Because of the fact that this machine depends upon the maintenance of high pressure for successful operation, the presence of sand in the protective gum used in the emulsion tends to cut channels or grooves in the valves, thus requiring frequent grinding or renewal. This is not true of the so-called colloid mill, which would disperse this material as well as other solid matter in the emulsion.

The so-called colloid mill is best for all types of work requiring the dispersing of solids or crystalline material not soluble in the oil or water phase of the emulsion.

It is impossible to give rules for making this type of emulsion in general, as each type of material would offer a separate and distinct problem, which could only be solved by considerable knowledge and experimentation.



In emulsions where no attempt is made to adjust the gravity of the two phases to more nearly the same degree, these mixtures will on standing, be more concentrated at either the top or bottom of the container, depending on the gravity of the suspended phase. This is more nearly true of poorly made emulsions where the oil phase is not uniformly broken up into the same size particles.

If the oil is properly balanced and dispersed, and the particles are uniform in size and show the Brownian Movement when viewed under the microscope, and the protective colloid is in sufficient concentration to adequately protect the oil globules, and temperature plus other conditions of storage are observed, then the emulsion should remain unchanged for years. If allowed to come in contact with air, in partly filled containers, and the surface diluted by water from the condensation of vapor, there is likely to be a condition established that will render the emulsion unstable and cause spoilage. Containers should always be well filled and kept sealed until used, and the emulsion should not be subjected to extreme agitation or strong light. Freezing will break the emulsion.

When an emulsion is made with an essential oil, it will appear quite white—the degree of whiteness depending on the fineness of the division of the oil globules. This division can be carried to the point where the emulsion will appear transparent in dilute form, the visibility of the particles depending on the difference in the refractive index of the suspended oil globules and the suspending medium.

Condensed whole milk is an oil-in-water suspension and has been homogenized before removing some of the water in a vacuum pan.

Dairy butter is the reverse of the above, as it is a water-in-oil type emulsion.

Lecithin is an oil soluble colloid.

Agar Agar and albumen are both used as protective colloids.

Starch is a vegetable colloid used for its water holding properties.

The use of flavor emulsions in confectionery should prove more attractive when we consider the facts as presented. When essential oils are added to the candy mixture they do not mix properly with the mass, as they are insoluble in the water phase, and a uniform distribution of flavor cannot be secured.

When an alcoholic solution of essential oil is added to a hot candy mixture, the alcohol will evaporate very quickly, the vapor carrying some of the essential oil with it, and a considerable portion of the flavor is lost in this manner.

If the essential oil or flavor is added to the candy mass in the form of an emulsion, the small particles of oil penetrate into every part of the candy mass, evenly and without loss from evaporation and protected from the action of the air and heat, both during the time of mixing and after the confection is being offered for sale. All of the flavor is where it is most effective—sealed in the candy.

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## Good Program Planned by A.R.C.

A most enthusiastic Committee in St. Louis are working out the plans for a record-breaking attendance at the convention of the A. R. C. John Mavrakos heads the St. Louis Committee of hosts. Other members of the Committee are Karl Bissinger, president of Bissinger Confectioners; L. D. McMillan, Jr., president of the Busy Bee Candy Co.; and George R. Frederick, president Herz-Oakes Candy Co.

The House of Friendship at the Statler Hotel will be the headquarters for all the social activities of the Convention, and all members are being urged to be in St. Louis on Sunday morning, May 21st, as the Golf Tournament starts bright and early on that day. A buffet supper is going to be served Sunday evening and everyone will have an opportunity to get acquainted before the real serious business of the session starts on Monday morning. The sessions will be closed to everyone except members. Several supply firms are exhibiting at the Statler at the same time, and all signs point to a most successful meeting.

The first and second days of the convention will be given over entirely to the intramural problems of retail manufacturers, and will consider packaging, manufacturing, merchandising, personnel, labor problems, etc. The various discussion session will have chairmen, but there will be no outside speakers. It is felt that in this manner complete and frank discussion of problems will be forthcoming from the attending confectioners. There will be a frank interchange of experience among the manufacturers on raw materials, machinery, refrigeration, etc.

On the third day the association through the local committee has provided for organized visits to various retail-manufacturing plants and stores in St. Louis. The members will visit the Mavrakos Candy Co., which has the reputation of having one of the best laid-out retail plants in the country. Another plant to be visited is that of the Busy Bee Candy Co., which has one of the longest candy counters in the country and has, for a retail manufacturer, an unusually large variety of pieces and lines. Bissingers will also be visited. This company is noted for their use of colors and flavors. The Herz-Oakes Candy Co., will demonstrate their form of merchandising, for which they have acquired a national reputation.

Sponsors of the Candy Style Show, to be held the night of May 22, are: Corn Products Refining Co.; F. J. Schleicher Paper Box Co.; Pan Confection Factory of the National Candy Company, and Funston Bros. Nut Company. Vaudeville acts will be interspersed between presentations of the various candies in the style show.

Brock Candy Company, Chattanooga, Tenn., on March 25, entered into an agreement with the Federal Trade Commission not to use lottery methods in the sale of its products to the ultimate consumer. According to its stipulation, the company had been selling jobbers and retailers its "150 Humdinger Assortment" so assembled that consumers receiving candy with a pink center would receive a 5-cent bar at no additional charge. The company also delivered another assortment with punch or push cards where consumers received prizes by chance, according to the stipulation.



# PLANS FORMULATED FOR

## N.C.A. CONVENTION PROGRAM

**P**ROGRAM plans for the 56th Annual Convention of the National Confectioners Association are shaping up nicely, according to Program Chairman Sam Hallstrom, Walter H. Johnson Candy Co., Chicago, under whose direction the activities for the four-day meeting are being arranged. The convention will be held in Chicago, at the Palmer House, May 22 to 25, inclusive.

The 16th Annual Confectionery Industries Exposition, held in conjunction with the convention, will be officially opened on the morning of May 22. Convention sessions will begin on Monday afternoon. It is the intent of the association to hold a luncheon meeting on Monday, also, but plans on this are as yet indefinite. If held, the luncheon will feature one outstanding speaker, possibly an official from the Food and Drug Law Administration.

Tuesday, May 23, will be given over entirely to the Forum Session, at which a variety of subjects close to the confectionery manufacturer's interest will be discussed. Chairman D. P. O'Connor, Penick & Ford, Ltd., is arranging for an array of outstanding speakers who will address the meeting on "Modernization of Plant and Equipment." Norman Kempf, Walter Baker Company, Dorchester, Mass., has accepted an invitation to speak on "Elimination of Bloom on Chocolate." Other subjects covered at this session will include Cooling and Refrigeration, and Packaging, the specific subject under the latter title to be, "Color and Its Application to Candy." No announcements have yet been made by the chairman relative to speakers on these subjects, with the exception of Mr. Kempf. However, is acceptances are received from the men invited to cover these subjects, the audience will be assured of an extraordinary presentation, well worth hearing.

Other subjects for which speakers are being sought include: Problems arising from the Fair Labor Standards Act; Employee Relationship; Jobber Relationship; Fair Trade, and other topics of interest to the manufacturers.

B. H. Goodman, Nutrine Candy Co., Chicago, chairman of the dinner-dance committee, is making arrangements for an outstanding orchestra to play for the dance, and for high-class entertainment during the dinner. The dinner-dance will be held on Wednesday, May 24.

There is a change in this year's program so far as the Golf Tournament is concerned. Chairman O. W. Johnson, of Penick & Ford, Ltd., who heads the tournament committee, has arranged that the tournament be held at Chicago's famous Olympia Fields, on Thursday, May 25. In former years the golf tournament was scheduled for the first convention day, as a sort of get-together. A new system of handicapping has been devised for the tournament which, the committee says, will give the "dub" an equal chance with the par golfer for the host of prizes which are being given. Registration, including lunch, dinner and refreshments at Olympia Fields club-

house, will be covered by one charge of \$7.50. Non-golfers may participate in the luncheon and dinner for \$1 and \$3, respectively. William T. Reed, Reed Candy Co., Chicago, who is in charge of the program of women's activities during the convention, has not as yet made formal announcement of the plans, but assures us his plans for the feminine contingent will make the four-day trip to Chicago well worth while for the wives, sweet-hearts and friends of the candy men attending the convention.

The Merchandising-Advertising Campaign of the N.C.A. will also come in for its share of attention on the convention program. Chairman Otto Schnering, Curtis Candy Co., Chicago, will give a complete report on the activities which started more than a year ago, and will also report on the degree of cooperation in the campaign from industry members and outside interests and the results which the Campaign has achieved during the past year.

The following list of exhibitors and their booth spaces is furnished by Exposition Managers Clapp & Poliak and is correct up to April 6:

Exhibitor	Booth No.
American Lecitchin Co.....	48
American Machine & Foundry Co.....	6
American Maize Products Co.....	36
American Sugar Refining Co.....	56
Anheuser-Busch, Inc.....	59
Armour & Co.....	11
Atlantic Gelatin Co., Inc.....	33
Blanke-Baer Extr. & Preserv. Co.....	18
Brazil Nut Adv. Fund.....	3-B
Burrell Belting Co.....	61
California Fruit Growers Exch.....	13
Clinton Company, The.....	14
Confectionery & Ice Cream World.....	19
Confectioners Journal.....	22
Corn Products Refining Co.....	29
Decorative Art Glass Co.....	21
Delft Gelatine Works.....	42-B
Dobeckmun Company, The.....	54
E. I. duPont de Nemours & Co., Inc.....	7-8
Economy Equipment Co.....	60
Friend, Harry L.....	17
General Foods Corp.....	1
Glidden Company, The.....	51
Greer Co., J. W.....	12
Industrial Sugars Corp.....	41
International Confectioner.....	35
Interstate Folding Box Co.....	45-A
A. Klein & Co., Inc.....	23
H. Kohnstamm & Co., Inc.....	15
J. M. Lehmann Co., Inc.....	20

Exhibitor	Booth No.
James B. Long Co.....	62
MANUFACTURING CONFECTIONER, THE.....	44-A
Mawer-Gulden-Annis, Inc.....	65
Merchants Box Co.....	3-A
Merck & Co.....	27
Milprint, Inc.....	32
National Equipment Co.....	31
National Sugar Refining Co. of N. J.....	4
Nulomoline Co., The.....	24 & 30
Nussbaum Novelty Co.....	50
Package Machinery Co.....	9 & 10
Penick & Ford, Ltd.....	66
Chas. Pfizer & Co., Inc.....	39
Pilliod Cabinet Co.....	28
Ross & Rowe, Inc.....	5
Max Rubin .....	63
Savage Brothers .....	47
F. J. Schleicher Paper Box Co.....	38
Shellmar Products Co.....	2-A
Soy Bean Products Co.....	45-B
A. E. Staley Mfg. Co.....	37
Stein-Hall Manufacturing Co.....	43-A
Sterling Doll Co.....	46
Stokes & Smith Co.....	44-B
Sylvania Industrial Corp.....	26
Toy Kraft Co.....	58
Traver Corp. ....	64
Triangle Package Machinery Co.....	2-B
U-Cop-Co Gelatin.....	21
Union Standard Equipment Co.....	42
Warfield Chocolate Co.....	34
White-Stokes Co.....	25

## WESTERN CONFECTIONERS TO HEAR JONES AND ASH

W. Parker Jones, general counsel of the National Confectioners Association will attend the convention of the Western Confectioners Association, at the Sir Francis Drake hotel, San Francisco, May 8 to 11, and will address the western manufacturers on the New Food and Drug Act, according to word received from Leroy M. Gimbal, president.

Another important speaker on this program will be Wesley O. Ash, regional director of the Fair Labor Standards Act in 11 western states, and responsible for its enforcement. Mr. Ash's talk will be given at the open meeting.

Two other speakers of prominence will give talks on two other phases of the confectionery manufacturing business which are highly important; one on "Problems of Production," and the other on "Successful Merchandising."

The opening day of the convention is May 8, which will be given over to registration and the "super-colossal" golf tournament. Twenty five prizes offered by the association will lure the west coast industry's best golfers. Business sessions will continue on May 9 and 10.

"Sweetest Day At The Fair" will be celebrated on May 11, when the entire convention will move upon Treasure Island, where every person entering the grounds will be given a free bar to interest them in candy and particularly to show everyone how good western candy really is. Western and far-western manufacturers already have promised 90,000 candy bars for the day, and others are

still to be heard from. It is estimated by some of the mathematically-inclined candy men that if these bars were piled one box upon the other, the stack would stand higher than the biggest tower on the gigantic San Francisco Bay bridge. If laid end to end, they would make a line four miles long which would completely encircle Treasure Island.

On Candy Day, a gigantic public meeting will be held on the Fair Grounds at which time most prominent doctors, dentists, dieticians and athletic coaches of the Far West will discuss the merits of candy as food. These talks are to be broadcast by radio, and it is hoped this program will tie-in successfully with the Merchandising-Advertising program undertaken by the National Confectioners Association more than a year ago.

## WALLACE REPLIES TO FOOD DRUG LAW POSTPONEMENT

Secretary of Agriculture Henry A. Wallace on April 3 issued a statement in response to inquiries relative to possible postponement of the effective date of the Food, Drug, and Cosmetic Act. Said Mr. Wallace: "On numerous occasions the Department of Agriculture has expressed gratification at the promptness with which most food, drug and cosmetic manufacturers have brought about label revision and effected other changes in their practices to meet the terms of the new law. In some instances the sentiment or postponement is being fostered by those who opposed the enactment of the law and who appear to be unreconciled to compliance with its consumer-protective features. But it is clear that in most instances this sentiment is based upon general apprehension regarding the rate of substantial investments in stocks of labels now on hand, as well as concern about the congestion of label manufacturers, which in some cases makes it impossible for orders already placed to be filled before June 25. Apprehension is also based upon the possibility that adequate supplies of coal-tar colors will not be available for use in manufacturing goods which will be shipped after June 25.

"A condition of this kind is inevitable in any transition from an old to a new order of things. Obviously, the Department does not expect the impossible. It has repeatedly advised manufacturers of its intention to give sympathetic consideration to these problems and deal with them in a manner equitable to all. In following this policy, it is expected that manufacturers who have been doing a legitimate business will suffer no undue disturbance during the period in which they are continuing their efforts, clearly characterized by common sense and good faith, to revise and print new labels where these are necessary, to effect inexpensive corrections of present stocks of labels, or by any other expedient to bridge over the transition period." So far, said the Secretary, little evidence to support the need for postponement of the effective date has been found.

The U. S. Chamber of Commerce has published a concise 48-page booklet entitled "Distribution Services and Costs" which is available from the Chamber's domestic distribution department at Washington. The report brings facts about distribution processes which have a bearing upon questions of how distribution can be improved and costs reduced.

# LIQUID REFINED SUGARS

## Technical Data on Its Use In Candy Production

By NEDJATI FUAD

*In Part I of this series which appeared in our December issue, Dr. Joseph F. Leete traced the industrial development which produced the market for liquid sugars. He also touched upon the special features of convenience, ease of handling, etc. which make this product attractive to the candy manufacturer. In Part II herewith, Mr. Fuad gives technical data on liquid sugar which will be of interest to superintendents in confectionery plants contemplating the installation of a liquid sugar system.*

### PART II

TO DESIGNATE one particular type of the family of liquid sugars which has interested the confectioner in recent years, we propose to resurrect the term *Liquid Refined*.\* This sugar, now known merely as liquid sugar, is a brilliant colorless solution of sucrose with an average moisture content of 32 per cent. The remainder consists of sucrose with an average of three-fourths of one per cent invert sugar. The chemical properties are naturally those of a solution of refined sugar in water and need no further comment. The only difference from a practical point of view between liquid refined and dry refined sugar is in the receiving and handling up to the processing kettle.

Sugar-using industries handle dry refined somewhat in the following manner: Dry refined sugar is received in either 100 pound bags or 350 pound barrels, delivered by freight car or tank truck and placed by the deliverer on small hand trucks with a maximum of one ton capacity. From then on the sugar is carted by the receiver, depending on the size of the shipment and the daily rate of consumption, either into the storage room or brought into the vicinity of the cooker. There again the sugar has to be dumped into the kettles. This operation will require the services of an additional man, so that for a small plant using as little as one ton of sugar a day, it is safe to figure on having one man to tend to sugar movements in and about the plant. The difficulty in handling dry refined sugar increases more than proportionately with the amount of sugar processed daily. These and many other features of dry sugar handling are well known to the production man, so that we wish now to

\* The term *Liquid Refined* was originally used in 1881; then with reference to a heavy, partially inverted refined sugar syrup.



Nedjati Fuad

proceed to the discussion of the handling of liquid Refined Sugar.

Liquid refined sugar is shipped in trucks equipped with stainless steel or enamel-lined tanks of 2,000 gallon capacity and also with a pump that is capable of pumping the liquid refined sugar against 150 foot head at the rate of 150 gallons a minute. Only fifteen minutes are required to deliver and to store the equivalent of 150 bags of dry refined. The exposed intake of the storage system is made of bronze and is designed for easy washing. From this bronze coupling the liquid refined flows through galvanized iron piping into the storage tank. The delivered quantity of the liquid refined sugar is obtained by weighing the truck twice, before and after delivery, and by multiplying the difference in weights by the test of liquid refined. This simple calculation enables the buyer to compute the exact quantity of sugar received.

The capacity of the storage tank is determined from the average daily consumption. The best general practice is to have a tank approximately four times the equivalent of the daily consumption to permit delivery twice a week.

For urban shipments a storage capacity of 25 per cent over the daily consumption is adequate. For long distance shipments, especially in the case of smaller plants, shipments and the capacity of the storage tank may be as large as 10 times the daily consumption.

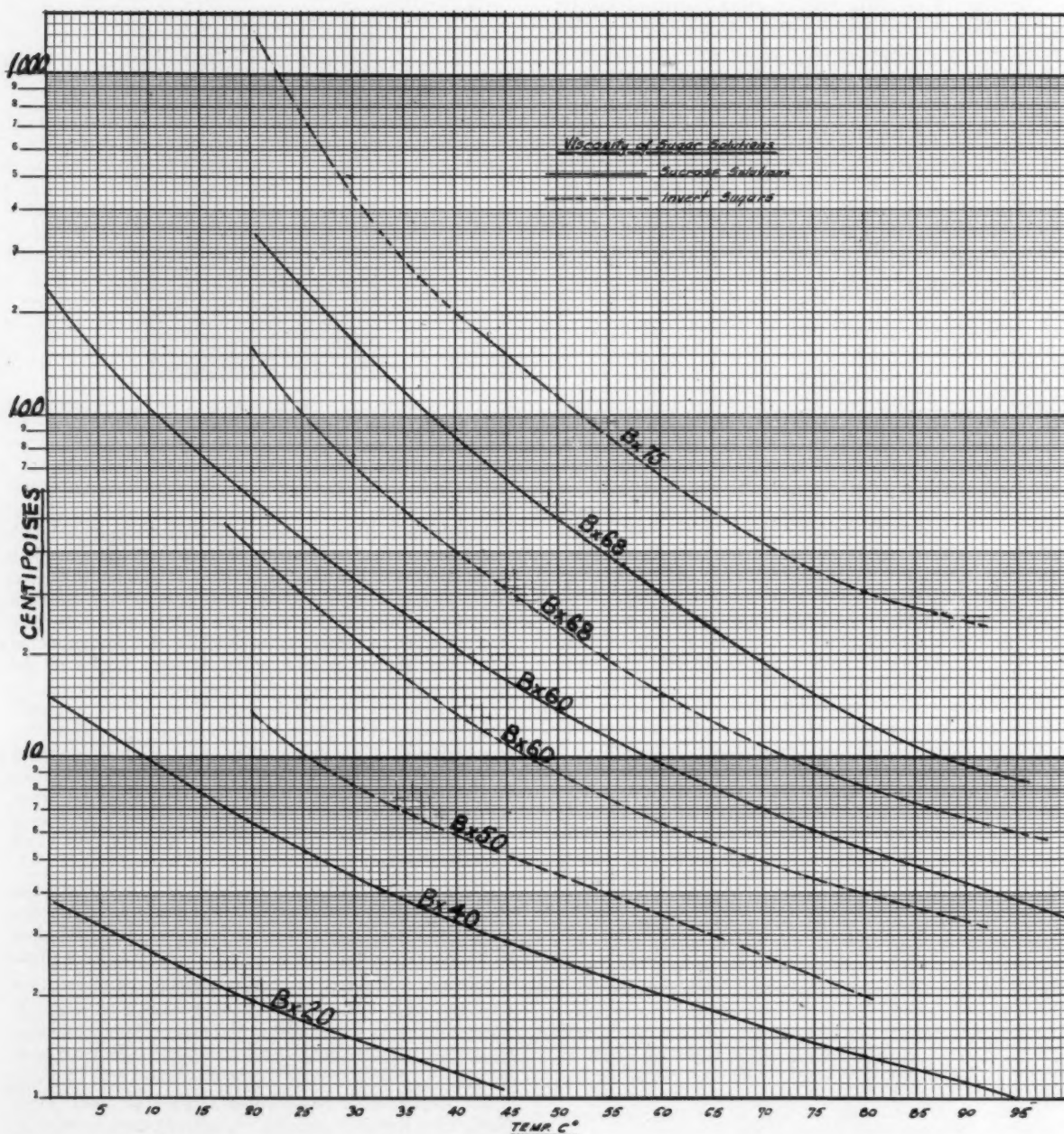
The storage tank may be placed at a high point in the plant when this is convenient, in which case gravity may



be utilized in dispensing. The tank is then equipped with delivery and dispensing outlets and two air vents properly located to prevent sweating. If the tank is placed at a lower point in the plant, the liquid refined sugar is stored in cylindrical tanks and either a centrifugal pump or compressed air is used for conveying it to the various stations. The construction of these tanks, while simple, requires careful original designing and the major companies who have been manufacturing liquid refined have accumulated vast experience in this direction. The tanks are usually made of steel and painted with proper sugar house paint which lasts approximately three years. Piping is usually galvanized iron. Measuring may be accomplished either by inexpensive and reliable meters

installed at the process end of the pipe line, or by gauging the height of the liquid refined in the process vessels. Installation cost for an average size plant would be under \$1,000. The maintenance, including painting every two years, is about \$100 a year.

Liquid refined sugar presents all the mentioned and other well known conveniences and economies. Sometimes the moisture content is objected to on the grounds that it retards production. Theoretical considerations and practical experience in the plants demonstrate conclusively that the use of liquid refined actually saves time. Careful candy makers seldom use less water than 30 pounds to every 70 pounds of dry refined sugar in starting their batches. With very attentive help this may





**Nedjati Fuad, formerly chief chemist and consultant to the American Molasses Company and its subsidiary, the Nulomoline Company, recently became a member of the technical staff of Industrial Sugars Corp., Chicago.**

**He is a graduate of the Technische Hochschule, Charlottenburg, Berlin, Germany.**

**In 1923, he entered the employ of the Nulomoline Company as research chemist, in connection with the application of Invert Sugar and Invertase to food products. In 1926, he became chief chemist of the Nulomoline Company and American Molasses Company, co-ordinating their service and manufacturing departments.**

**This activity led to his appointment as research director of Applied Sugar Laboratories, in 1930, in addition to his other duties. He left Nulomoline in 1934 for independent activity with sugar producing and consuming industries in the East, where he remained until his appointment with the new Chicago company.**

go to the sugar-water ratio of 75 pounds and 25 pounds in rare cases, but then heating will have to be done slowly to prevent scorching. Actually less time and care is required in the handling of a sugar already dissolved to saturation point but yet still free from grain.

If, for some other reasons a high ratio of sugar to water is required, this can be achieved by using a small amount of dry refined. For the convenience of the production man a small table prepared by Refined Syrups and Sugars, Inc. of New York, N. Y., is reproduced herewith with some additions. This table, besides indicating the quantities of sugar to add for obtaining more concentrated sugar solutions, also gives the quantity of water to be used for reducing a given concentration.

As pointed out above, the mechanical handling of liquid refined is the only new feature that requires

consideration. This as well as many other properties of commodities manufactured from sugars depend largely on the physical properties of the sugar solution. Useful technical information on this subject is incomplete and not generally available. One important property, the viscosity of sugar solutions, is of interest in the mechanical handling of liquid sugars. For the convenience of the confectioners that maintain an engineering department, a viscosity chart is reproduced herewith which may be helpful in the design of pumping and piping layouts.

The viscosity data on sugar products are incomplete. We are pleased to learn that the Polarimetry Division of the Bureau of Standards is well on its way in the preparation of the accurate basic data and will before long have ready for us a reliable viscosity table. The viscosity chart reproduced was constructed partly from data available in the Bureau of Standards Scientific Paper No. 298 and partly from other sources. Data referring to invert sugar was obtained in the laboratory of the Industrial Sugars Corporation. The Brix notations refer to refractometer readings. In the case of invert sugar solutions, the true Brix can be obtained by multiplying the refractometer readings by 1.023. Other data referring to physical properties of sugar solutions that are of interest to a candy engineer will be considered in a future article.

## PLAN CONVENTION CRUISE

As a result of a meeting held in Lancaster, Pa., on March 2, the Pennsylvania Confectioners Association will this year hold its convention in the form of a cruise to Bermuda. The cruise will leave from New York on May 6, returning May 12, after three days and two-nights at the Bermudiana Hotel. The golf tournament, for which a cup will be presented to the winner by the Bermuda Trade Development, will be held at Riddell's Bay, one of the fine courses on the island. Convention sessions and the banquet will be held on board ship, according to Arthur D. Bacon, secretary of the association.

Officers of the Association include: W. B. Roskam, Quaker City Chocolate and Confectionery Co., Philadelphia, as president; first vice president, Robert F. Keppel, Keppel & Ruof, Lancaster; second vice president, Harold S. Clark, D. L. Clark Co., Pittsburgh; third vice president, Arthur Echil, D. Goldenberg, Inc., Philadelphia.

		Gals. of water to be added to each gal. of syrup to obtain desired concentration in degrees Brix																	
Desired Concentration of the Syrup in degrees Brix	Brix	0	5	10	15	20	25	30	35	40	45	50	55	60	65	68	70	75	80
	0																		
	5	0.44		1.04	2.12	3.24	4.42	5.64	6.91	8.24	9.62	11.07	12.58	14.15	15.80	16.95	17.51	19.10	21.00
	10	0.93	0.47		0.53	1.08	1.66	2.26	2.88	3.53	4.21	4.92	5.66	6.43	7.24	7.80	8.08	8.93	9.85
	15	1.47	1.00	0.51		0.36	0.74	1.13	1.54	1.96	2.41	2.87	3.35	3.86	4.39	4.74	4.94	5.50	6.10
	20	2.09	1.59	1.08	0.55		0.28	0.56	0.86	1.18	1.50	1.85	2.20	2.57	2.96	3.22	3.37	3.77	4.21
	25	2.78	2.27	1.73	1.18	0.60		0.23	0.46	0.71	0.96	1.23	1.51	1.80	2.11	2.31	2.43	2.74	3.09
	30	3.58	3.04	2.48	1.90	1.29	0.66		0.19	0.39	0.60	0.82	1.04	1.29	1.53	1.70	1.80	2.06	2.35
	35	4.49	3.86	3.33	2.72	2.08	1.42	0.73		0.17	0.34	0.53	0.72	0.92	1.13	1.26	1.35	1.56	1.80
	40	5.56	4.88	4.33	3.68	3.01	2.30	1.57	0.80		0.15	0.31	0.47	0.64	0.82	.942	1.01	1.20	1.40
	45	6.83	6.18	5.51	4.82	4.10	3.35	2.57	1.75	0.89		0.14	0.28	0.43	0.59	.687	0.75	0.91	1.09
	50	8.35	7.65	6.93	6.19	5.41	4.61	3.76	2.88	1.96	1.01		0.13	0.26	0.40	.483	0.54	0.68	0.83
	55	10.20	9.44	8.66	7.86	7.02	6.14	5.23	4.27	3.27	2.23	1.14		0.11	0.24	.318	0.37	0.50	0.63
	60	12.52	11.68	10.83	9.94	9.02	8.06	7.05	6.01	4.91	3.76	2.57	1.31		0.11	.180	0.23	0.34	0.46
	65	15.50	14.56	13.61	12.63	11.60	10.52	9.42	8.24	7.01	5.73	4.40	3.00	1.54		.063	0.10	0.21	0.31
	68	17.65	16.75	15.66	14.70	13.60	12.20	11.15	9.95	8.57	7.20	5.95	4.28	2.69	1.03		0.04	0.14	0.25
	70	19.47	18.40	17.33	16.20	15.03	13.83	12.54	11.21	9.82	8.36	6.84	5.25	3.58	1.83	.73		0.09	0.19
	75	24.99	23.78	22.53	21.20	19.86	18.43	16.92	15.39	13.74	12.04	10.26	8.42	6.46	4.38	2.90	2.25		0.09
	80	33.32	31.85	30.33	28.71	27.08	25.34	23.50	21.64	19.63	17.56	15.39	13.15	10.76	8.22	6.50	5.62	2.90	

**Lbs. sugar to be added to each gal. of syrup to yield desired concentration in degrees Brix**

# CROWDS JAM NEW ENGLAND CANDY SHOW

## Record-Breaking Attendance at First Candy Show Held in Boston in 13 Years

**A**MID pageantry and splendor, New England's first candy show in 13 years completed a memorable week in Boston, March 28 to April 1. Lured by the displays of the New England candy manufacturers and by the "big-name" orchestras which had been brought to Boston for the event, the public responded in a manner leaving no doubt as to the popularity of candy as an item of high public interest. Crowds of over 60,000 jammed Mechanics Hall to hear the bands and see the floor shows put on by the troupes under direction of such famous orchestra leaders as Richard Himber, Glen Gray, Paul Whiteman and Chet Nelson.

The Exposition was divided into two parts, one devoted to the raw materials and supply firms who sell their products to candy manufacturers for processing confectionery, and the other was devoted to the finished product itself, especially such candies as are manufactured by the New England Confectioners. Curtiss Candy Company of Chicago was the only middle western exhibitor. Samples of candy were not given away to the public, but bags of candy were sold at 25 cents by the various manufacturers exhibiting. Each night during the program for the public, the supply of these bags were insufficient to take care of the demand. On one evening it was reported that over 30,000 bags of samples had been sold. The Show was open to the trade during the daytime and in the evenings to the public at a charge of 25 cents per person.

Welcome of the candy manufacturing, distributing and supply trades by Henry B. Fisher, president of the New England Manufacturing Confectioners Association, opened the program of the first day of the formal activities. Mr. Fisher was followed by Harry B. Chapman, president of the National Confectioners Association, who briefly summarized the Show from a national viewpoint. William S. Packer, of the Boston Globe editorial staff, addressed the meeting on "Where Are We Heading and What Next?", in which he outlined trends and developments in American life which influence manufacturing and selling. Dr. John W. Cooke, secretary of the Massachusetts Dental Foundation, spoke on "The Care of The Teeth," in which he told of the newer discoveries on tooth cares and the effect of sugar and candy on this problem. W. H. Jerrett, New England director of Vocational Service, spoke on "Air Conditioning." The program wound up with a short talk by Herbert W. Hopkins, president

of the New England Retail Confectioners Association. In the evening, Richard Himber and his orchestra entertained the visitors, and there was a candy making demonstration between shows.

Jobbers Day was featured in the formal program of the second day. The jobbers committee sponsoring this program included, J. W. Daly, Lawrence, Mass.; Stephen Morrill, Portland, Me.; P. T. Griffin, Lewiston, Me.; Leo Dowd, Nashua, N. H.; Walter Crabbe, Concord, N. H.; George Nash, Worcester, Mass.; Harry H. Lane, Springfield, Mass.; Merle Averell, Brockton, Mass.; John Watson, New Bedford, Me.; Nathan Sloane, Cambridge, Mass.; Leonard Hicks, Cambridge, Mass.; Peter Kramer, Jr., Somerville, Mass.; Dan O'Connell, Boston; T. H. Mahoney, Providence, R. I.; Jacob Horvits, Providence, R. I.; Irvin Mitchell, New London, Conn.; A. D. Caldwell, Meriden, Conn.; William Neprent, Hartford, Conn.; R. E. Freeman, Burlington, Vt.; and E. A. Dexter, Rutland, Vt. Three talks with particular reference to confectionery distribution were heard at this meeting. Alton L. Miller, president, Chas. N. Miller Co., spoke on "What This Show May Mean to the Candy Distributing Trade in New England." A. M. Kelley, executive vice president of the N. C. A., spoke on "National Legislative Developments" with particular stress on the New Food and Drug Act. "Fair Trade Possibilities" were discussed by Sam Silverman, of the Massachusetts Pharmaceutical Association and the New England division of the National Association of Tobacco Distributors. The evening's entertainment was furnished by Glen Gray and his Casa Loma orchestra.

There were no speaking programs on the third and fourth days. Paul Whiteman and his orchestra furnished entertainment in the evening on Friday. So great was the press of the crowd trying to get into Mechanics Hall for the evening program that several persons were injured and traffic was halted in Huntington and Massachusetts avenues until 10 p. m.

Saturday evening's program wound up the show in a blaze of glory. Under the direction of Jerry O'Leary, master of ceremonies, activities began with a 40 minute musical program by Chet Nelson and his band. This was followed by the announcement of the winners in the window display contest which was held among stores and shops to publicize the Pageant and Show. Walter H. Belcher, managing director of the New England Manufacturing Confectioners Association, made the awards.

# SUGAR TYPES

## Their Suitability to Confectioners' Needs

*Fourth of the Analytical Studies of Candy Raw Materials*

By K. E. LANGWILL

**S**UGAR (sucrose)—the purest and sweetest single ingredient which goes into the manufacture of delectable confections—is consumed at the rate of several billion pounds a year in the United States. It is the corner-stone upon which the confectioner builds his formulae for all types of goods. It is used extensively in bakery products, in ice cream, soft drinks, syrups, preserves and condensed milk, yet with all this, only approximately one-quarter of the total sugar poundage is used by the manufacturing trades. The remaining three-quarters is left for household consumption.

The eleventh edition of the U. S. Pharmacopoeia describes sugar as "Colorless or white crystals, crystalline masses or blocks, or a white, crystalline powder." As a test for its purity it states that the specific rotation of sucrose determined at 20°C in an aqueous solution containing in each 100 cc. 26 grams of sucrose, previously dried to constant weight at 105°C, and using a 200 mm. tube is not less than +65.9°. In other words, the solution should polarize at +99.10°V or better. The ash is not to be more than 0.05%. The remaining 0.85% will, therefore, be made up of traces of invert, organic non-sugars and water. It will be interesting to note from typical analyses how much purer than these minimum standards are the three most common grades of sugar used by the confectioner.

	Fine Granulated	Medium and Standard Granulated
Polarization	+99.89°V	+99.93°V
Invert sugar	0.04	0.02
Moisture	0.04	0.02
Ash	0.01	0.01
Organic non-sugars	0.02	0.02
	100.00	100.00

### Crystal Sugar Types:

These granulated sugars check so closely analytically that it is not their composition which determines their use but rather their crystal size. The standard granulated has the largest grain and this is an advantage if dissolving sugar in large quantities where there is no agitation since the crystals cannot pack or mat down as finer ones would do. However, it is the medium fine and fine granulateds—smaller crystals—that are used most ex-

tensively by the confectioners. They are dry, free-flowing sugars and give excellent results when used in hard candies and fondant. The fine granulated is the sugar most generally used by the housewife. It is also employed by the baker and soft-drink manufacturer but many confectioners prefer the medium granulated for the manufacture of cream goods—fondant and the like.

Some refiners offer special sugars for sanding purposes. They have exceptionally uniform crystals and a brilliant lustre. The brilliancy is not indicative of higher purity but simply the result of a special method of crystal production.

There is a still finer grained sugar called Fruit Granulated since it has found its way to the breakfast table to sweeten our fruits. It is a pure granulated cane sugar and has nothing to do with fruit. This sugar has two distinct uses. It has been found that in cake making, it increases the creaming volume of the sugar and shortening and further improves the texture of the finished product. Its other application has to do with the preparation of dry mixes of finely divided substances such as prepared cake or doughnut mixes and gelatin dessert powders.

Before leaving the discussion of granulated sugars, it might be well to mention one grade which is of vital importance to the canner. This sugar is especially prepared so that it is free of thermophilic bacteria which may cause spoilage in canned vegetables particularly of the non-acid type as string beans and peas. This problem is not encountered to such a great extent in the canning of acid fruits and tomatoes since they contain sufficient acid to inhibit growth and multiplication.

### Powdered Sugars

In order of fineness the logical step is from granulated to powdered sugar. Here we have, roughly speaking, three grades—standard, Confectioner's XXXX and XXXXXX. The standard finds its greatest acceptance with bakers who use it for dusting crullers, doughnuts and cakes. The XXXX grade has a multiplicity of uses. In the confectionery trade it is used in chocolate coatings and solid chocolate, for dusting marshmallows and Turkish paste and for compressed mints and lozenge work. It is employed in the manufacture of uncooked icings by the baker. It is also recommended for use by



the chewing gum manufacturer and the pharmaceutical trade. The XXXXXX grade, which is a finer textured powdered sugar, is excellent for making cold icings which will stay soft longer than those made with Confectioner's XXXX. It also finds an extensive use in fillings where a satisfactory vegetable oil or fat is creamed with sugar.

### Soft Sugars

Previously we have considered sugars which are white in color and these *must* be used where the color of the finished confection is of prime importance. Now we come to the soft sugars which are composed of relatively small crystals but vary in color all the way from pale amber to a dark brown. For household purposes there are only two grades—light and dark—but when bought in large quantities there are any number of gradations in color available. Suitable grades may be used by the confectioner where the batch is not cooked to too high a temperature and where color is not of moment. This would apply to frappees used in honey-almond nougats or other confections of similar or darker color. The baker finds use for these sugars in his darker colored cakes, plum puddings and pies where the molasses flavor of the dark sugar is much to be desired. The darker types are also used in the curing of meats, baking of brown bread and baked beans.

### Sugar Syrups (Liquid Sugar)

While considering the forms in which sugar is sold, it might be well to mention liquid sugar which should be nothing more nor less than a saturated solution of sugar and water. An approximate analysis of the better types is represented by the following figures:

Sugar	67.00%
Invert	0.15
Moisture	32.75
Ash	0.05
Organic non-sugars	0.05
	<hr/>
	100.00

Since only two pounds of sugar will stay dissolved in one pound of water under normal temperature conditions and further since any increase in sugar concentration may cause crystallization, it has become necessary to invert or to partially invert syrups which have greater density. These syrups may have been made by partially inverting a straight sugar syrup, such as has been mentioned previously, and concentrating to the desired percentage of sugar solids, or, they may have been made by fully inverting a sugar solution with a finished solids content ranging from 76 to 80% and mixing the desired quantity of such a syrup with the straight sugar syrup. At the present time this type will be found to vary all the way from 8 to 35% of invert with the remainder of the sugar solids being unchanged sucrose. The average composition of a familiar type which is being marketed to-day is as follows:

Sucrose	38-40%
Invert	34-32
Moisture	27.00
Ash-average	0.08
Organic non-sugars—average	0.60
Brix	73.00

Nothing has been said with regard to the pH value of either of the two types of syrups previously mentioned. In the case of the first or all sugar type, the pH is generally 7 while in the case of the partially inverted type this value will vary from 4.5—5.5. Another factor which should definitely be stressed is the percentage of mineral matter present in the finished syrup. In no case should this exceed 0.10% and in the case of the all sugar syrup it is preferable that it be held below 0.05%. If care is not exercised in checking syrups for the foregoing factors there will be trouble due to color formation and excessive process inversion.

### Advantages and Disadvantages of Liquid Sugar

One of the main advantages of liquid sugar is its ease of handling and the accompanying reduction in labor costs. It is claimed that once a suitable storage tank is installed, preferably on one of the upper floors so that gravity will carry the syrup to its final destination, no thought need be given to loading and unloading or to moving in and out of storage. The use of bags and barrels is eliminated since most deliveries are made from tank trucks or tank cars. Liquid sugar is ready for immediate use and when meters are installed along the flow line it is possible to check daily the amount used and stock on hand. It must be remembered, however, that when liquid sugar is subjected to high heat for any length of time, some of it will be inverted and the levulose thus formed may break down giving an undesirable color and flavor to the product. When a dead white product is desired, these factors must be taken into consideration.

With a reasonable amount of care in keeping tanks and pipe lines cleaned and sterilized no trouble will be experienced from fermentation. It is not possible, however, to store partially filled tanks of syrup for unreasonable lengths of time during hot weather or in tanks which are placed in locations in the plant where heat is excessive. This is explained by the fact that as temperature goes up the ability of air to absorb moisture is increased causing moisture to be lost from the surface of the syrup. As temperature falls, the sides of the tank become cool and act as a condenser, causing excess moisture to be deposited on the sides which then runs down on the surface of the syrup forming a dilute solution which is easily fermented unless proper filters for air have been installed. If the purity of the syrup is acceptable and it is used reasonably fast with no prolonged "holdovers," no trouble will be experienced.

In the previous considerations, it has been attempted to point out available types of sugar and purposes for which they are best suited. Quite naturally there will be times when special varieties may be required but they are the exception rather than the rule. Properly refined sugar is one of the purest of all primary materials used by the confectioner but it must be handled carefully, since storage under unfavorable conditions may cause contamination from dirt and trash.



# INDUSTRY REPRESENTED AT WORLD'S FAIRS



fact that these candies are "rich in dextrose, the food energy sugar." Scientific care that is exercised in the manufacture of this company's candies will be emphasized in another part of the exhibit by a photo-mural. Also prominently displayed will be the famous slogan of the Confectionery Industry, "Candy Is Delicious Food—Enjoy Some Every Day."

Uniformed attendants will be on hand to answer questions of any kind pertaining to the exhibit or the company's products.

Following are the concessionaires who will handle confectionery in booths on the grounds of the New York Fair: Faber, Coe & Gregg, Inc., 30 booths for cigars, cigarettes and candy; Sutter Candy Company, 25 booths for salt water taffy; Star Popcorn Products, Inc., 25

(Turn to page 39, Please)

CANDY is again taking a prominent part in the two World's Fairs which will draw millions of Americans and thousands of foreign visitors to New York and San Francisco before the gates on each close next Fall. Only three candy producing companies are actually exhibiting their wares in formal presentations at the Fairs, but hundreds of items manufactured by this industry will receive their full share of attention in the concession stands and booths of the distributing trade at both expositions.

Planters Nut and Chocolate Company, Wilkes-Barre, Pa., has erected novel and interesting exhibits at the New York World's Fair and the Golden Gate Exposition at San Francisco. These scientific and educational exhibits show the various stages of the cultivation of peanuts from first growth to maturity, by means of a series of attractive photographs.

By motion pictures, the development of the peanut seed to the ultimate full-grown nut is dramatized. The background of the exhibit is given over to large murals showing graphically the principal uses of peanuts. Also illustrated by charts are the food and chemical values of peanuts and their by-products. In addition, each exhibit incorporates an attractive display of the full line of Planter's nut products and peanut oil.

Curtiss Candy Company of Chicago will have as the central theme in their exhibit at the New York Fair, the many nutritive foods that go into the manufacture of their line of candy bars. This modern and colorful display will be uniquely lighted and will present in an interesting way the story of the company.

The display will be animated with miniature trains bearing ingredients into a miniature Curtiss factory, and box cars carrying the finished bars away from the factory. Three replicas of the company's statuettes of the familiar N.R.G. Boys featured in the company's advertising, will pop up at certain intervals and make statements about Curtis candies, their ingredients and the

Above Left—Exhibit of the Planters Nut and Chocolate Company Being Featured at Both World's Fairs. Below—Striking Architectural Feature of Food Building No. 3 at the New York Fair are the Four Gilded Stalks of Wheat





# THE *Manufacturing* RETAILER



## SPRING "HOUSE CLEANING"

### In The Retail Manufacturer's Shop

By **GEORGE A. EDDINGTON**

Superintendent, DeMet's, Inc., Chicago

**W**ITH the passing of Easter and its rush season, the retail candy manufacturer has a lull during which he can do what every housewife is thinking about at this time of year—Spring house cleaning. As little as a housewife can do a housecleaning job with a "whisk and a slap" so little can the manufacturer who is particular about his shop, and his goods, merely brush off the surface. His housecleaning must begin in his individual candy outlet (or outlets) and go right on through to the actual processing and production department, storage room for finished goods, and store room for raw materials, etc.

In the store itself, this housecleaning means clearing out all the counters and cabinets, thoroughly cleaning them, repainting or revarnishing such as require it, cleaning the walls, ceiling and floors, redecorating the walls and ceilings and re-painting or revarnishing the floors, possibly re-arranging the layout of the store, finding new and unusual ways of displaying the candies, getting rid of such assortments or pieces that have not moved for some time and in general, giving the whole shop a bright, fresh, clean, springlike atmosphere. Another item which often adds to the spring note in your store, is to furnish a new, or re-styled uniform for the salespeople, if your sales girls wear special outfits.

This last item is important, I believe, for two reasons. First, and most important, it gives your girls that special brightness and attractiveness usually associated with the Spring season. And second, but hardly less important, it does something for the sales girls themselves, psychologically. The spring season means, for women, new dresses, new hats, and a putting away of the more or less drab winter costume. The new outfit gives them a feeling of self-confidence, a buoyancy of spirit, and a new out-

look on life—all of which are definitely plus characteristics. Imbue your salespeople with these same characteristics by giving them a new, "springy" outfit, and you will see the results in new enthusiasm, better salesmanship, and better sales volume. Besides, the newly outfitted sales girl will better fit into the picture of your renewed and refreshed store.

Back in the production department, your housecleaning is no less thorough than in the store, but it entails just a bit more planning. Your raw materials stock room, for instance, needs a thorough going over to check up on odds and ends of materials which may have been purchased some time ago, but only partly used. All this stuff ought to be brought out into the light of day where it can be seen, and used. Unless the stuff that you purchased is used for production and sold as finished goods, you cut down your profit and often, at the end of the year, you wonder where that profit is. This raw material supply should be used up even if you have to devise special pieces of finished goods to do so, and these finished pieces should be made up to sell at a price to make the same profit as you figured on for the goods for which these materials were originally purchased.

This also applies to packaging materials, paper, boxes, cups, liners, padding, foil, and the hundreds of other items used in the manufacture-retailer set-up. So often we buy just too much of these various items, more than we need for our initial requirements. Whatever of this remains on the shelves, unused, too often means the difference between profit and loss on our balance sheet.

It is a fine thing to be able to buy only for your requirements, but there are only a few buyers who know or can determine exactly how much of this or that item



they need. We must learn to be "tough buyers," but where we can't be that way, we must, during house-cleaning time, try to find some way of using up what, perhaps in a moment of weakness, we allowed some salesman to sell us as a "bargain." Too often these "bargains" don't turn out that way, especially if what we bought stays on the storeroom shelf for a long time. I have no quarrel with our friends, the supply salesmen. I see many of them many times in a year and have many good and true friends among them. However, in buying raw materials and supplies, I believe it is a good practice to discount about twenty-five percent of what the salesman wants to sell you in the way of amounts of supplies, raw materials, etc. Because we are dealing here with perishable goods, we must remember that deterioration will begin to set in on what we buy almost at once, especially in the case of nut meats, fruits, etc. Unless we can use up these things within a reasonable time, the bargain factor we anticipated will become conversely, an important factor in the loss which our books may show at the end of the year.

So at house-cleaning time, go through every part of the shop. Bring all remaining stuff out where it can be seen and used. Bring out, also, the stuff you bought some time ago and hid away from the boss. Chances are, if you yourself are not the boss, the boss is too busy with his own housecleaning just now to pay much attention to your clean-up and the stuff which it brings to light. But don't throw this stuff away if it is still in good healthful condition. Use it up.

Now is the time, also, to lay your plans for your spring and summer lines. Just now, with the weather variable, you must also keep close watch on your cooking and your batches. This applies particularly to your chewy pieces. Spring time brings sudden and drastic changes in atmospheric temperature and pressure. These affect your cooking, and you must be prepared to vary your procedure several times a week, and sometimes, even several times a day.

Get your summer equipment in order. The usual routine of the candy production and buying seasons gives us this short lull, and we ought to make the most of it while it lasts. We cannot afford to wait around until hot weather comes before we prepare ourselves to produce hot weather goods. Too much time is lost by this procrastination. The time to sell hot weather goods is when the hot weather comes, and you cannot offer it, much less sell it, if you aren't prepared to produce it before the hot weather gets here, or at least at the beginning of the hot weather period.

In the accompanying formula, I have attempted to choose a candy with which the retail manufacturer can anticipate the season and in which he can use up some of the raw materials, packaging supplies, and other things which his housecleaning campaign may have turned up. Don't misunderstand me by assuming that this recipe calls for old or deteriorated ingredients. If you're looking for something in which you can "dump" a lot of your old stuff, you must look elsewhere. These Western Butter Creams call for the highest grade ingredients, just as do all other recipes given here. However, this formula does afford you an opportunity to use up some of the stuff standing on your store-room shelf which your usual lines do not call for, and that is its purpose in this connection.

I hold no brief for the candy maker who tries to palm off some of his old or stale ingredients on the public in

## House-Cleaning Specials

### WESTERN BUTTER CREAMS

30 lb. sugar  
1 gal. water  
2 lb. milk solids  
3 lb. invert sugar

Cook to 246° F. Then pour on beater and when the batch reaches 90° F, add 1 pt. glycerine. While beating, break in 5 lb. butter, 5 lb. frappe, 2 oz. salt and 2 oz. vanilla.

If you wish to make a chocolate butter cream, add 5 lb. melted chocolate liquor on beater near the finish. Dip in special 3-to-1 coating made up of 3 lb. chocolate liquor and 3 lb. sweet chocolate. Dip thin, without marks.

pieces which are all "fancied up" and disguised in such a way that the poor quality of the ingredients is not apparent to the consumer. However, I do hold that shrewd buying is still one of the largest factors affecting profit and loss in the retail candy manufacturing business, and that the candy maker must have either in his head or in his recipe book, formulas for pieces which will use up some of the left-over ingredients, packaging supplies, etc., which were bought, originally, for other purposes.

## NEW YORK STORE FEATURES "CANDY PRINTS"

By "Observer"

Nothing has given me a bigger thrill over candy promotion or the possibilities of candy merchandising than the display windows I saw in the store of B. Altman and Company, New York, recently. Walking up Fifth Avenue, I suddenly came face to face with one of the most colorful display windows featuring a candy theme that I have ever seen.

Lollypops, sour balls, hard candy mixes, little gift bags of multicolored sweets, and an invitation to the little folks to "Visit Candyland" on the second floor filled the window. And the strange part of it all was that this display was not designed to sell candy, but was merely "background" for a line of little girls' frocks called "hard candy prints."

Straight out of Candyland, they said, came these dresses of lollipop prints, cinnamon sticks, sour balls and pillow mixes. Up to the second floor I went, not as the "Observer" checking on candy merchandising, but as a customer lured by the luscious, mouth-watering display in the windows. Here I saw little girls, dressed in these candy prints, moving about among the dresses, pajamas, etc., and among the Candyland toy houses, furniture, and special decorations set up in this department to create a definite candy atmosphere. As I stood in front of the little Candyland house, a twelve-year-old with all the poise of Madame Altman herself, stepped up and offered me a piece of red candy, with the remark, "Don't you think this candy house is pretty?" She invited me in, and inside I found on shelves and other displays countless glass jars of candy,





Part of the Display Which Featured the Merchandising of "Candy Print Dresses" in the Department Store of B. Altman & Co., New York, Recently. The Entire Children's Dress Section of This Store Was Decorated in a Candy Theme, But the Store's Candy Department Did not Participate in the Promotion

wrapped lollypops, and many other types of hard candy.

Imagine my disappointment, upon going downstairs to the store's candy section to find that not one single effort had been made to tie-in the candy department with this beautiful dress merchandising scheme in the display windows and upstairs in the childrens' frock section. Somehow, this failure by the store's candy manager, or even by the jobbers or manufacturers supplying candy to the store, to take advantage of the dress section's beautiful promotion stunt filled me with a keen sense of disappointment. Certainly, candy as such was receiving a fine boost in the dress feature, but even the little bag of candy given upstairs as a souvenir did not quite erase the feeling that a tie-up between the two departments would have taken nothing away from either, but on the other hand, would have been a most logical combination resulting in increased sales for candy as well as the little girls' "hard candy prints." Perhaps some other department store will try this stunt, but will make it work two ways by featuring, also, "candy print" candies.

### "NEW YORKER" TELLS OF A BOY'S MEMORIES OF CANDY

In a recent issue of "The New Yorker" Henry Anton Steig recalls, in a manner that will bring nostalgic memories to many a man and many a woman, the candies which gave recreation and pleasure in his boyhood days. Titled "A Penny's Worth," the article takes the reader through the entire range of penny candies which regaled the little boys, and little girls, too, of 25 years ago, and some of which, not strangely, are still giving pleasure to thousands of kids all over the country. Author Steig speaks of hard candies such as cherry, raspberry, lime or lemon drops at six for a penny, butterscotch squares which were separated by banging them against a wall or curbstone; spherical

agates which changed colors as they dissolved; lollypops shaped like a hand which little boys used to slap one another before finally eating them; black pennies, licorice wafers, chicken corn; chocolate which came in planks and were broken up by the dealer with a small sledge hammer; chocolate cigars which for some inexplicable reason were split down the center; Uncle Sam bars; candy acorns filled with liquid; brick-shaped jaw breakers; Lucky Rolls with prizes, and Cracker Jack; Necco wafers, Foxy Grandpas, fudge-caramel teddy bears; jellies shaped like slices of fruit; Mary Janes; licorice like garden hose, licorice shoe laces which boys used to flog each other before finally eating them; sugar cotton, made and sold from a wagon which made the rounds of the neighborhood; "polly" seeds, salted pumpkin seeds, and Indian nuts.

Says the author, "Many of these penny candies that had special functions in our young lives have disappeared, and I don't think the loss is compensated for by the probability that modern candies are more wholesome. Ours didn't seem to harm us, and we got a lot more fun out of it than the kids of this cranky, sanitation-minded age can possibly get out of theirs."

On the other hand, many of these candies are still being made. For instance, sponge candies were originated by Greenfield's, now owned by Heide's in New York who continue the line. Uncle Sam bars were originated by William C. Kimberly, whose firm was known as the Walter H. DeBevoise Company. They also made jaw breakers. Foxy Grandpas and Teddy Bears are still manufactured by Heide's. Goelitz still specializes in candy corn, and Hawley and Hoops are still featuring their Chocolate Buttons. Licorice shoelaces sticks are still enjoying large sales to youngsters. Cracker Jack is still going strong, as are Necco wafers, and a good many of the other old timers. It is most probable that Author Steig has merely lost touch with some of the things which brought joy to his boyhood and are still doing so to the youngsters of today.



# POINT-OF-HAZARD FIRE PROTECTION IN CONFECTIONERY FACTORIES

By Robert S. Moulton

Technical Secretary,  
National Fire Protection Association

**W**HAT takes place in the first few minutes after a fire is discovered in a factory is of vital importance to both management and workers. As shown by the industrial fire record, most fires start in a small way and can be readily extinguished if effective action is taken promptly; but if the flames are given an opportunity to spread, anything can happen.

The average loss per fire in candy factories during the past five years, according to the National Fire Protection Association, has been \$2,260, as compared with a national average of about \$500 per fire. More than half of these fires in candy factories are put out by hand fire extinguishers or one or two automatic sprinkler heads with relatively small loss, the high average being accounted for by the minority of the fires which assume major proportions.

One important reason for attacking any fire in a confectionery factory the very minute it starts is that a small fire can be quickly extinguished with the minimum use of water or chemicals, whereas a few minutes later a much greater damage may be done. Confectionery is peculiarly subject to water damage. In one case reported, an incipient fire was promptly discovered and extinguished with a single glass of water. This one glass of water, however, was enough to cause \$75 damage. Think what the damage might have been if the fire had been allowed to burn a few minutes longer and it had been necessary for the fire department to use a large hose stream! The direct fire loss will presumably be covered by insurance, but in most cases there will be other losses that insurance does not cover. Often the irreparable losses are much the greater of the two, for they include such items as loss of income, wages, good will, business opportunities, and many others that invariably follow any disruption of service.

Therefore, in addition to taking every precaution to prevent fires and providing general fire protection in the form of automatic sprinklers and other types of fire extinguishers, manufacturers who wish to safeguard their business in every possible way are paying special attention to "point-of-hazard" fire protection, with the object of snuffing out instantly any small fires that may occur in spite of the best of care.

There is nothing new about this kind of fire protection. It merely represents a state of constant preparedness for handling small fires. Where it is neglected, however, fire is likely to come as a surprise and cause undue damage.

Point-of-hazard fire protection involves the following steps:

1. Provide an adequate number of the right type of approved portable fire extinguishers to safeguard each fire hazard in the plant, as the first line of defense.
2. Provide standpipe connections and hose lines at suitable points, for the second line of defense.
3. Train the workers to use all forms of fire extinguishers properly and effectively.

## Type and Location of Fire Extinguishers

For the great majority of fires that may occur in a candy factory, the chemical solution (soda-acid) type



Fire Extinguishers Should be Placed at Points that are Readily Accessible in Case of Fire, and then Care Should be Exercised Not to Pile Materials Around Them so as to Prevent Ready Access

of extinguisher which throws a stream of water 30 to 40 feet, is the most suitable. There are also available other types of approved water or water solution extinguishers that may be used. A standard requirement is that a two-and-one-half gallon extinguisher of this type should be available on traveling not more than 50 feet from any point inside the factory. This distribution should, however, be regarded as minimum. Better protection will be provided if the extinguishers are so placed that three or more can be brought to any point of hazard within a minute under normal daytime conditions. The extinguishers should be conspicuously located where they are always easy of access and where they will not be cut off by a fire in the hazard they are supposed to protect.

At night time and on holidays, when only watchmen are in the plant, a fire may gain considerable headway before it is discovered, and, if it has grown beyond the capacity of a single hand extinguisher, one man may lose too much time in running for fresh extinguishers. To place greater fire fighting capacity in the hands of a single man, 40-gallon extinguishers of the wheeled type should be so placed that one can be quickly hauled to any point in the plant. These large extinguishers can subdue or hold in check fires of considerable size and they also, of course, provide most valuable support to hand extinguishers for bad fires in the daytime.

#### **The Dust Explosion Hazard**

Every type of industry or manufacturing process has its own special fire problems. While many features of fire prevention and fire extinguishment are the same for all industries, there are also in every industry special hazards for which fire protection engineers have developed special forms of protection. In confectionery factories the majority of fires start from common causes. Their prevention and extinguishment involve no difficult technical problems. There is, however, an unusual special hazard in the industry due to the explosive nature of the dust of sugar, starch, cocoa, and like materials when mixed with air. There is no way to extinguish a dust explosion. The only thing that can be done is to prevent its occurrence or to arrange equipment so that its pressure will be relieved harmlessly. Dust explosions are fortunately rare in the confectionery industry, but they do from time to time originate in the grinding equipment. If the equipment is properly installed and maintained, especially where there are proper vents to relieve the explosion pressure to some safe location, these explosions are ordinarily no more than minor puffs which cause little damage except to the contents of the equipment. If, however, the proper standard of cleanliness is not maintained and large quantities of dust can be thrown into suspension to form an explosive mixture with the air, there is a possibility of a disastrous explosion.

The following list of the causes of fires in candy factories, compiled by the National Fire Protection Association from its records for the past five years, indicates the points calling for special attention. This list is not a complete record of all the candy factory fires during the five-year period, but is a typical selection of fires reported.

Cocoa bean roasting .....	11
Ignition of dust and chaff accumulated	
in vent ducts .....	4
Overheating of roaster .....	4
Miscellaneous .....	3
Cocoa grinding .....	17
(Sparks or friction)	

Chocolate heating .....	5
Failed to lower gas during night .....	1
Gas pressure increased .....	1
Boiled over .....	1
Residue on machine ignited .....	1
Short circuit in heater .....	1
Sugar pulverizing .....	6
Overheated or boiled over candy kettle.....	5
Miscellaneous special hazards .....	10
Common causes .....	31
Matches—smoking .....	11
Torches .....	3
Electrical .....	3
Rubbish .....	3
Miscellaneous .....	7
Unknown .....	9
	94

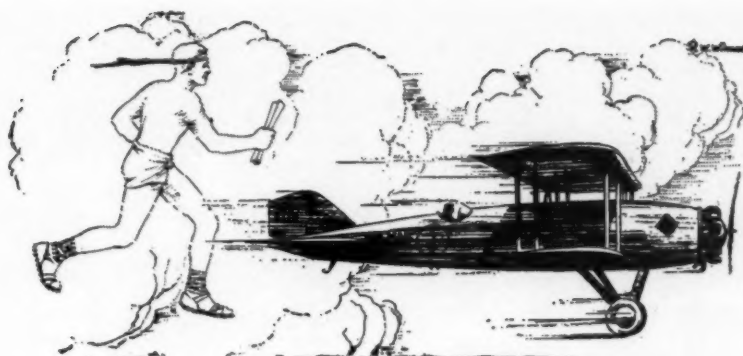
#### **Every Employee a Fire Fighter**

Rapid action is essential to prevent fires from becoming big ones, and those who are nearest a fire have the best chance of putting it out, provided they go to work methodically and do not become panicky. Fire extinguisher drills are becoming standard practice in many factories. A good time to hold one of these drills is on the date when the chemical solution and foam extinguishers have to be discharged and freshly recharged, which should be done every year. On these occasions, the employees should be gotten together and either shown how the extinguishers are discharged, or, better yet, be permitted to discharge them for themselves. At the same time, the operation of vaporizing-liquid and other types of extinguishers should be demonstrated and their special uses made clear. Also, talks should be given, making clear to the workers what they should do in case of fire and impressing on them what serious fires mean to them personally, in terms of lost jobs.

Booklets giving detailed suggestions on the organization, drilling, and equipment of private industrial fire brigades have been published. This information can be secured without cost by applying to one's fire insurance company.

If portable fire extinguishers are to give protection in case of fire, it is essential that they be fully charged and in good condition when they are wanted. To insure this, all extinguishers in the plant should be inspected carefully at least twice a year. Chemical-solution and foam type extinguishers should be recharged annually, using only materials supplied by the manufacturer as the use of other materials may result in defective operation. Vaporizing-liquid extinguishers may be tested by discharging some of their contents into a clean receptacle and pouring the discharged liquid back into the extinguisher through the fill hole. Extinguishers that have been damaged by freezing, falls, or otherwise should never be repaired locally, but returned to the manufacturer for reconditioning.

The value of properly designed fire extinguishing equipment in the hands of workers is written large in the fire records of every industry. Many reported fires and an unknown number of unreported fires are extinguished by the employees every year with trifling losses. If this phase of fire protection were as fully developed as the others now are in all American industrial plants, our annual fire losses, which are now huge, would undoubtedly be substantially reduced and many business enterprises would be saved from failure or serious financial embarrassment.



# M. C. MAIL EXCHANGE

WHERE READERS SPEAK THEIR VIEWS AND QUESTIONS ARE ANSWERED

## HONEY COMB CHIPS

Can you send us a formula or information for making honey comb chips? We have been having difficulty in making the candy porous.—M. McW., Chicago.

Reply: If you have the required equipment and a candy maker who has the practical experience, you ought to get better results from the enclosed formula, after a few trial batches. You will have to be patient with the work, however, as this operation takes plenty of practice before you will become thoroughly proficient.

## LIKES "CANDY PACKAGING"

We are interested in "Candy Packaging." Following your suggestion in the advertisement which appeared in your March issue, we will greatly appreciate any assistance you may be able to give us in connection with obtaining glass jars for hard candies and syrups.—E. J. S., New York.

Reply: We have relayed your inquiry to several companies who specialize in the type of jars you desire. You should hear from each one of them within a day or so after receipt of our letter. We are happy to perform this service, and invite your inquiries whenever we can be of assistance.

## CARAMEL APPLES

Kindly send us a formula for caramel to be used in dipping apples? Since we are small operators, the formula should give small batches—C.M., Chicago.

Reply: We have sent you the formula requested. Remember to use good, sound apples and be sure to wipe them clean before dipping.

## NEW BAR

Many thanks for yours of the 16th, advising that an analysis of one of our 1 lb. boxes has been made and a report printed in your magazine... We will do all in our power to make the necessary corrections according to your criticism.

We take this opportunity to mail to you a few bars of our new item. We would like your report on same, as we are very much interested in putting out a bar which

will be acceptable to the consuming public. From reading reports in your magazine, we find the Clinic a wonderful department, and any suggestion or corrections you may offer will be highly appreciated.—P.S., Illinois.

Reply: Your sample bars have been received and a report on them will be found in a recent issue, as per our letter to you. The Clinic will be glad to check with you again on this bar after you have revised it in accordance with the suggestions made.

## HAND ROLLS DRY OUT

I am having trouble with my hand roll cream centers drying out. Also, they do not seem to be as smooth as some which I have tasted. Wonder if it would be possible for you to give me any suggestions.

Also, I am having trouble with my caramels coating with sugar. The sugar seems to come from the outside. Can you give me any reason or remedy for this.—O.A.K., Ohio.

Reply: Your trouble on the hand rolls seems to be that they need the addition of some invert. There are a number of these products on the market and the companies selling them can give you full information as to their use. Some are added to the cook, while others are added later, on the beater, in much smaller quantity.

Regarding your caramels, possibly your formula is out of balance. You may be using too much sugar in proportion to corn syrup. Or, the caramels may have become moist during damp weather and then dried out, leaving the sugar coating on top. If you keep the goods covered, protecting them against air, this can be avoided. Also, if caramels were not cooked high enough, they would grain off.

## SUCKER STICKS

Will you kindly furnish us with the names and addresses of manufacturers of sticks for candy suckers? We will appreciate this information as quickly as possible.—Cincinnati, Ohio.

Reply: We are asking several manufacturers of sucker sticks to send you immediately supplies and quotations.

## SPECIAL ADHESIVE

We want to thank you for attending to our inquiry relative to special adhesive. We have already had a call from one of the companies to whom you referred our inquiry. — New York, N. Y.





## EDITORIAL

### A HOUSE DIVIDED

Announcement by the Food and Drug Administration that no exemptions would be forthcoming on confectionery has loosed a storm of controversy in the Industry. And not strangely, the criticism is leveled against the one agency which, at least to all intents and purposes, is the representative body of the wholesale confectionery manufacturing industry—the National Confectioners Association. There is a keen sense of chagrin and disappointment among the membership over the Association's failure, 1) to keep the industry reliably and accurately informed as to the labeling requirements of the Food-Drug Act and the specific rulings relative to labeling problems peculiar to this industry; 2) to obtain exemptions for confectionery as anticipated by association officials; and 3) to issue bulletins that contain information other than quoting the law to the membership.

These are serious charges which must be settled satisfactorily if the N. C. A. is to continue as the representative organization of wholesale confectionery manufacturers. An association is representative only if it has the confidence of all its members, and these members must include the majority of outstanding units active in an industry.

Due to the lack of information forthcoming from the Association on the subject of the Food-Drug Act, members as early as February were forced to go to Washington personally to obtain rulings—which they did without experiencing any difficulty in obtaining them. Similar action by a large group of members within the past few weeks, independently of the N.C.A., indicates a lack of confidence in the Association's ability to represent them or to obtain satisfactory answers to their questions.

From many sides come complaints over lack of real leadership in our industry. Even outsiders comment on the industry's factionalism and the constant attempts by individuals or groups to bend the Association to their own advantage. There certainly is a crying need for leadership. Little has happened recently to indicate a different state of affairs; and so, the industry is confronted with a major problem requiring immediate correction, regardless of how such adjustment may affect individuals or groups.

Specifically, confectionery manufacturers want to know what happened to the Candy Standards which were set up as the result of the untiring efforts of the Committee and were to have been submitted to the Food and Drug Administration. Why are rumors persistent that standards were not submitted until *after* the deadline for such presentation? The membership of the N.C.A. is entitled to know the history of the activities of the Standards Committee, including an itemized account of expenditures, and this should be made available immediately. Why was the industry permitted to believe

exemptions were a certainty even after it became fairly obvious that there was little chance of their being accepted? Why were not alternative practices for labeling worked out in advance, to be disseminated to the industry in the event that standards were turned down? Why has it been so difficult for members to obtain accurate and authentic rulings covering labeling of confectionery, through the Association? Finally, what is the Association going to do to re-establish the confidence of its members, and others, in the value and purpose of the organization?

Obviously, these are plain-spoken words demanding equally plain-spoken answers. But in a larger sense, they indicate that there must be a re-approach to the problem of making the N. C. A. a potent, useful and valuable organization for its membership. Co-ordinating in the hands of one man the activities now scattered among several different paid executives might tend to give the association a more unified and efficient organization. A paid managing director whose principle business it would be to make the association function effectively in all departments and for the best interest of all its members would centralize responsibility and performance. This managing director's hands should not be tied, and his orders and instructions should come only from the Board of Directors. This board should consist of the industry's progressive members whose actions in their own businesses give them the knowledge to impart information and ideas for constructive work by the Association.

Resigning from the association in the present crisis is not going to benefit the resigning members, or the organization, or the industry as a whole. Rather, now is the time for members to give their best thought and active effort toward revamping and rebuilding the association along lines best suited to give it purpose and the efficiency to carry out that purpose. This would include its legislative, publicity, credit, insurance, member-service, and the dozen-odd other activities of the N.C.A. Members of any association who are paying good money for dues are entitled to a return for their money. A member of a national association looks to it as his source of information and help in the many problems of his business. Finally, a better spirit of understanding and cooperation between association officials and the trade press would not in any way weaken the efforts of either to do a real job for the industry.

There is in this editorial no intent to embarrass any individual or group now functioning in the N.C.A. It is merely an attempt to be helpful, by bringing out into the open a number of questions and rumors which are being bandied about in all sections of the industry. It is vitally important that the N.C.A. be ready at its Chicago meeting in May to face these facts and to come forward with a constructive plan for future policy and activity.

# THE Standard



## CITRUS PECTIN *for* CONFECTIONERS

WIRE OR WRITE FOR SAMPLES AND FORMULAS



**CALIFORNIA FRUIT GROWERS EXCHANGE**

189 W. Madison St., Chicago, Ill.

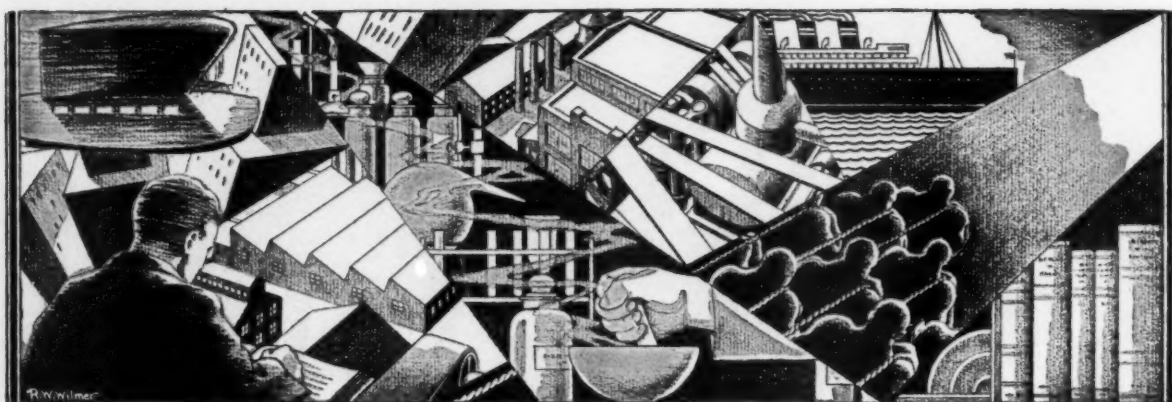
**PRODUCTS DEPARTMENT  
ONTARIO, CALIFORNIA**

99 Hudson St., New York, N. Y.

**IMMEDIATE DELIVERY FROM WAREHOUSE IN NEW YORK, CHICAGO, SAN FRANCISCO**

for April, 1939

page 33



# TECHNICAL LITERATURE DIGEST

## OF INTEREST TO THE CONFECTIONERY INDUSTRY

### Sweetness

*Chemical Constitution and Sweet Taste. C. Finzi and M. Colonna. Atti. accad. Lincei, Classe sci., fis., mat. nat. 26, 19-24 (1937).*

ATTEMPTS have been made for many years to reconcile sweetness to taste with the chemical constitution of the substance. These investigators seek to disprove this connection by showing that the intensely sweet compounds, saccharin and dulcin, may lose their sweetness altogether by the chemical attachment of certain groupings or even by substitutions within their normal make-up.

### Jellies

*The effect of modifying the acidity of extract of red currants on the speed of setting and the strength of the jelly. T. N. Norris. Dept. Sci. Ind. Research (Brit.) Rept. Food Invest. Board 1935, 186-7 (1936).*

PREMATURE setting is a common source of trouble in jellywork. Addition of citric acid increases speed of setting but does not appear to affect the jelly strength. Sodium citrate, which definitely retards the speed of setting, increases the jelly strength. Sodium carbonate seemed to have a similar effect.

### Honey

*H. Dold. D. H. Du and S. T. Dziao. Z Hyg. Infektionskrankh. 120, 155-67 (1937).*

THE ANTIBACTERIAL action of natural flower honey is attributed to the heat- and light-sensitive substance, inhibine, found in various secretions.

### Sour Taste

*Relation between sourness and the pH of the saliva. L. H. Cragg. Trans. Roy. Soc. Canada 31, III, 7-13 (1937).*

THE OBSERVED sourness of an acid-tasting substance, as registered by different individuals, depends upon the pH of the individual's saliva. The more acid the pH of the saliva, the more sour the substance will seem to be. There is also some taste mechanism which, in addition to buffering, resists change in the acidity of the saliva.

### Preservatives

*Food preservatives, particularly esters of hydroxybenzoic acid D. J. Tülgner and R. Schillk. Przemysl Chem. 21, 329-46 (345-6 in German) 1937.*

THE ETHYL ester of hydroxybenzoic acid was found to be the best of all the food preservatives examined. 0.09 per cent concentration is regarded as sufficient to prevent the propagation of micro-organisms. It has sufficient solubility, little effect on taste and a negligible effect on higher organisms. Benzoic acid exceeds this ester in solubility but does not equal it in preservative strength.

### Sour Taste

*L. H. Cragg. Trans. Roy. Soc. Can, III, 131-40 (1937).*

IN SOURNESS determinations, the addition of an 0.2M sodium chloride (table salt) solution did not affect the observed sourness but the addition of 3 per cent of sugar or its saccharin equivalent decreased the sourness of an acid solution by about 15 per cent and of buffered solutions by about 40 percent.



## NEW BOOKS

**COMMODITY YEAR BOOK, 1938.** Commodity Research Bureau, Inc., New York. Price, \$7.50.

Prepared by the staff of the Commodity Research Bureau, Inc., an organization devoted exclusively to the study of commodities and their price movements. Statistics in chart and tabular form cover production, consumption and supplies of important commodities. Some of the items for which information is given include: Butter, Cocoa, Coconut Oil, Eggs, Peanuts, Soy Beans and Soy Bean Oil, Sugar, etc. Developments in vital significance to individual commodities and their industries are recorded in comprehensive 1938 chronologies for each commodity. The publishers say that in order to compile this book, it was necessary to digest and edit approximately five tons of commodity data from government statistics, commodity exchanges, trade associations, foreign governments, and trade publications. It is a valuable adjunct to the business library of any executive whose function includes the purchase of large supplies of raw materials.

**FOOD INDUSTRIES MANUAL,** Leonard Hill, Ltd., London, England. Price, \$4.00. (U.S.)

A technical and commercial compendium on the manufacture, preserving, packing and storage of all food products. Section II of the manual is devoted to Confectionery, and was compiled by J. Valentine Backes, who was the chief chemist of Fuller's, Ltd. It deals with sugar confectionery, chocolate, jams and jellies, cocoa, caramels, colors, glucose, chocolate-coated goods, fruit pulp, licorice, marmalade, etc.

**REACHING JUVENILE MARKETS,** by E. Evalyn Grumbine McGraw-Hill Book Co., New York. Price, \$4.00.

A 405-page work with bibliography and index presenting a practical and thorough study of the juvenile market. The book carefully considers the child's growth and development, and every other factor necessary to establish the methods and appeals which are effective and at the same time conducive to the child's welfare. Illustrated, the book appeals principally to manufacturers of articles suitable for children, and their advertising agencies. The author is assistant publisher and advertising director of *Child's Life*.

**THE MANUFACTURE OF CONFECTIONERY,** by Robert Whymper, D. Van Nostrand Co., New York. Price, \$8.00.

This is a revision of the famous book by Jacoutot, which has been rewritten and enlarged and brought up to date. In six chapters, the book deals with principles of sugar boiling; with machinery and apparatus employed in confectionery molding, depositing and drying; with principles of lozenge manufacture and machinery employed; with machines used for preliminary preparation of ingredients; with a great number of basic formulae and recipes; and finally, with chocolate and chocolate-coated goods. The confectioner will find this a useful standard work on confectionery making which has been written especially for the manufacturer.

for April, 1939



## Adaptable for any goods that will pour...

Whether it be caramel, fudge, nougat or some other kind of batch, it can be mixed most economically with the

## SAVAGE PATENT TILTING MIXER

A marvel of strength, durability and convenience, this machine fills the requirements for a mixer that (1) has long life, (2) needs very little maintenance, and (3) is flexible enough to be used for many different kind of batches. Equipped with special agitators, it can be used for heavy, stiff material such as Jap Coconut and Coconut mass.

Let us send you further information and prices

## SAVAGE BROS. CO.

2632-46 GLADYS AVE., CHICAGO  
See Us At The Exposition — Booth No. 47

## STORES RECEIVE PRIZES FOR N. E. WINDOW CONTEST

Eight stores participating in the window display contest held to publicize the New England Pageant and Candy Show received major awards on the final evening of the Show. The stores were divided into three classifications. Winners among candy stores were: Brigham's, Inc., Newtonville, Mass.; Schrafft's, 11 Summer St., Boston; and Kemp's Golden Glow Shop, Cambridge.

Winners for department stores included: Wm. Filene's Sons Co., Boston; and S. S. Pierce Co., Beacon & Centre St., Newton Centre, Mass. For individually-owned stores the following took prizes; Butler Drug Co., Watertown, Mass.; E. E. Butman Co., Waltham, Mass.; and Hubbard's Drug Store, West Newton, Mass.

Winners in the Show's personality contest included 20 girls from 11 different confectionery plants: Miss Vera Corimby, of Durand Company, Cambridge, was adjudged the winner. Runners-up were Miss Eva Schramm, New England Confectionery Co., and Miss Dagmar White, S. S. Pierce and Company. Over 70 girls were entered in the contest.

Costume parade winners were: Miss Edna Dale, Walter Baker Company; Miss Marion Colarusso, San Man Chocolate Co.; and Miss Christie Bickford, Cynthia Sweets, Boston.

## FATHER'S DAY TO BE BIG EVENT THIS YEAR

According to plans now being formulated, Father's Day will be promoted on a bigger scale this year than at any other time since the first Father's Day was proclaimed. Chief among the interests promoting the "day" this year is the magazine *Esquire* through whose efforts has been set up a National Council for the Promotion of Father's Day, headed by Alvin Austin. Father's Day will be celebrated officially on June 18.

In order to give uniformity to all Father's Day promotion, there will be but one official display poster featured in all advertising and promotion for the day. The official poster has been specially painted by the well-known artist, Howard Chandler Christy.

Retail manufacturers in the confectionery industry are planning to tie-in with the Father's Day promotion this year, through the Associated Retail Confectioners Association, and it is urged that all manufacturer-retailers co-operate whether they be members of the A.R.C. or not. Window displays, stickers, counter cards, etc. are available from the National Council for the Promotion of Father's Day, 32 East 57th St., New York. All revenue derived from sales of posters and other display material to the retail trade, not only in candy, but in every line, will be used to get national publicity for the day.

*You are Cordially Invited*

TO VISIT OUR BOOTHS AT THE

### NATIONAL CONFECTIONERS ASSOCIATION

56th ANNUAL CONVENTION

MAY 22nd THROUGH MAY 25th  
Chicago, Illinois



### ASSOCIATION OF RETAIL CONFECTIONERS OF U. S.

23rd ANNUAL CONVENTION

MAY 22nd THROUGH MAY 24th  
St. Louis, Missouri

*where a full line of*

CONFECTIONERS' STARCHES • QUALITY CORN SYRUPS  
CERELOSE (PURE DEXTROSE SUGAR) will be on display

### CORN PRODUCTS SALES COMPANY

17 Battery Place • • New York City



## CONFECTIONERS' BRIEFS

Howard B. Stark, formerly vice president and general manager of the American Candy Co., Milwaukee, now in liquidation, has formed the Howard B. Stark Company and taken over two departments of American Candy Company, it was officially disclosed recently. The departments taken over include caramels and lozenges. American Candies, Inc., is another off-shoot of the old American Candy Company. The new corporation is operating in the old Riverside Candy Company plant in Milwaukee. No official pronouncement as to the executive personnel of this company has been forthcoming so far.

The U. S. Dept. of Agriculture recently announced a public hearing for May 1 for the purpose of receiving evidence upon the basis of which regulations may be promulgated establishing standards of identity for cream, whipping cream, evaporated milk, dried skim milk and sweetened condensed milk.

According to reports received from 200 identical manufacturers by the Department of Commerce, Bureau of Census, sales of confectionery and competitive chocolate products increased 2.7 per cent in February over the previous months in spite of three fewer trading days. Sales for February this year were 0.5 percent over last February. Manufacturer-retailers reported an increase of 55.2 percent in sales over the previous month, but a decrease of 8.6 per cent from February 1939. Sales of manufacturers of chocolate products competitive with confectionery registered an increase over January of 0.9 per cent, but a decrease of 1.2 per cent from the previous month and 1.9 per cent over the same month in 1938.

Average value per pound received for all types of confectionery and competitive chocolate products by manufacturer-wholesalers declined 1.5 cents in Jan. 1939, as compared with the previous January. As compared with December, 1938, average value per pound of all types of confectionery declined 0.7 cents.

At a recent meeting of a majority (in amount) of the creditors of Phoebe Phelps Caramel Co., Boston, a concession was made upon notes of the corporation held by one of its largest creditors, who is also a stockholder, which would permit the company to pay at least 25 cents and possible 30 cents on the dollar on all claims, in full settlement (all overdue taxes and government and state assessments and wages to be paid in full), provided the company could realize approximately \$18,000 upon the sale of its business and assets. An offer of purchase from Harry Gilson of Brockton, Mass., for \$18,000 cash, was accepted by the stockholders.

Federal Trade Commission on March 16 named six companies in an order prohibiting restraint of trade agreements in the sale of candy bars to the vending machine trade. The companies were, Hershey Chocolate Corp., Hershey, Pa.; Peter Cailler Kohler Swiss Chocolate Co., Inc., Fulton, N. Y.; Lamont Corliss & Co., New York, selling agents for the Kohler Corp.; Sanitary Automatic Candy Corp., New York; Berlo Vending Co., Philadel-



## BURRELL FEED and BOTTOMER BELTS

When you buy Feed and Bottomer Belts, you have the right to expect

### FAST COOLING

Burrell Bottomer Belts are treated to shorten chocolate set-up time

### LONG LIFE

Burrell Belts are made of high-grade, durable materials that will stand severe punishment

### NON-SHRINK

Burrell Belts are of pre-shrunk materials and will not tighten up on your machines

### NON-STRETCH

Burrell Belts are woven to eliminate stretch, thus reducing shut-downs for machine adjustment

Obtainable in any width, any length, treated or untreated. Remember, it's PERFORMANCE that counts in Belts. In ordering your needs, be sure to

**"BUY PERFORMANCE"**

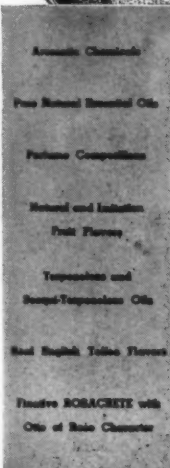


55 West 42nd St., New York, N. Y.

## STANDARD SYNTHETICS



From ENGLAND  
come these new  
fine flavors . . .



MESSINA OIL OF  
LEMON, U.S.P.

FINEST ENGLISH COUMARIN

TRUE FRUIT AND  
IMITATION FRUIT FLAVORS

Processed by our parent company abroad, these fine flavors will add new zest and appeal to your confections. Just make us prove it.

Write for samples of these flavors which interest you. Give our samples a thorough test. Then check our quotations. You'll be surprised. Meanwhile, send along that flavoring problem for the collaboration of our chemists.

**STANDARD SYNTHETICS CO.**

39 West 32nd. Street, New York, N. Y.



# ACME

## REVOLVING PANS

Designed for Maximum Production

- Mounted on Solid Cast-Iron Well-Constructed Frame
- Built to Last



Model  
F-6

Three Legs Keep Machine Level and Solid

Gears and Pulleys in One Solid Casting to Prevent Wobble. . . Simple and Efficient Stuffing Box. . . Provided with Tight and Loose Pulleys, or with Direct Drive.

We manufacture Kettles, Tanks and Coils of Copper, Steel and Non-Ferrous Metals

**ACME COPPERSMITHING CO.**

2537 Maypole Ave.

Chicago, Illinois

THE STANDARD

# SPEAS CONFECTO-JEL

A Complete Pectin Product for Making  
Jellied Candies

READY  
to Use  
NOTHING  
to Add

SPEAS MFG. CO. KANSAS CITY, MO.

**CANDY IS DELICIOUS FOOD**  
ENJOY SOME EVERY DAY!

phia; and Confection Cabinet Co., Newark, N. J. The commission found that the Hershey and Kohler corporations entered into exclusive distributor arrangements with the three vending machine corporations for the sale of Hershey and Nestle bars manufactured especially for use in theater vending machines, and that this resulted in closing out the source of supply of these products to the vending machine trade other than Sanitary Berlo and Cabinet companies. A commission announcement of its action said "the Hershey Corporation is said to have abandoned its exclusive distribution policy early in 1938."

Adolph F. Weber, Sr., president of Weber, Inc., retail candy manufacturer in Milwaukee, Wisconsin, for 54 years, died recently at the age of 82.

Herman H. Hug, Sr., who at the time of his retirement three years ago was owner of the Sperry Candy Co., died March 17 at his home in Canton, Ohio. He was 13 years old when he became an apprentice to the Sperry company. Several years ago he became owner of the company and operated it until forced to retire due to failing health. He was 63 years old when death ended his career.

A dispatch from London states that English candy stores have recently been featuring a candy "Chamberlain's umbrella." Miniature brown and black candy umbrellas are offered with this slogan: "You muss enjoy a peace of Chamberlain rock. Umbrella fuhra tanner." The various puns in the slogan are obvious. A tanner is a sixpence (12 cents).

A lengthy article on the history of Stephen F. Whitman & Son, Inc., and a discourse on the merchandising policy and activities which have helped this confectionery manufacturer to become one of the country's largest makers of nationally distributed box chocolates, is contained in the March 23 issue of *Printer's Ink*.

Mars, Inc., Chicago, opened up a national merchandising campaign on April 10, on which date the first program of its new radio program, "Dr. I. Q." went on the air over the blue network of the National Broadcasting Company. It is a new type of question and answer program.

### LECITHIN MUST BE DECLARED

In a letter to this publication, W. G. Campbell, chief of the Food and Drug Law Administration, stated recently: "The Administration has consistently held that the addition of lecithin to chocolate products must be plainly declared. If the lecithin is added to a vehicle other than cocoa butter, that vehicle must also be declared. Inasmuch as the addition of cocoa butter to chocolate liquor is a normal practice in the manufacture of chocolate coatings, the addition of lecithin to cocoa butter to a chocolate coating will require the declaration of the lecithin only. . . . The labeling of sweet and sweet milk chocolate containing added lecithin will depend upon the standards that are adopted for these products under the new Act. Until such standards are promulgated, the opinion expressed above will be applicable to sweet chocolate and sweet milk chocolate under the new Act."

THE MANUFACTURING CONFECTIONER

## FAIRS —

(Continued from page 25)

booths for popcorn. Other stands catering to Exposition crowds will also feature confectionery products.

Frank G. Shattuck, president of Frank G. Shattuck Company, New York, is extending an invitation to the Confectionery Trade attending the New York Fair to visit behind the scenes in one or more of the Schrafft stores and restaurants operated by his company. Writes Mr. Shattuck: "I am very glad to extend to them a hearty invitation to visit us. A number of our shops are conveniently located in the hotel and shopping districts, and we shall be glad to furnish a pass to any one wishing to take advantage of our invitation. Address your request for a pass to our main office at 58 West 23rd street."

Nestle's are taking advantage of the interest in the two Fairs by means of a new milk chocolate piece specially developed in commemoration of the occasion. Large medallions of Nestle's milk chocolate wrapped in gold foil and embossed with designs incorporating the "Tower of the Sun" and the Oakland Bridge, symbolic of the Golden Gate Exposition, and the Tylon and Perisphere, symbolic of the New York World's Fair, are now on sale all over the country. The specially designed counter display used on these medallions also features illustrations symbolic of the two fairs.

Life Savers Corporation has signed as sponsor of a parachute jumping concession from a 25-foot tower.

Thrill seekers who float gently to earth from the tower will entrust their lives to parachutes dyed to resemble Life Savers packages. Upon reaching the ground, jumpers will get a sample package of Life Savers.

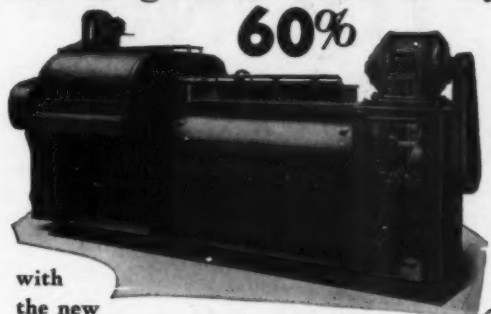
The ticket booth at the entrance to the concession will be constructed to resemble a giant package of Life Savers, and an electrical spectacular atop the tower will flash the Life Savers message. Murals on the walls of the tower housing will also depict the product story.



Chocolate Medallions commemorating the Two World's Fairs. Being Featured by Nestle's

## Conching Time Reduced By

60%



with  
the new

### LEHMANN DISC CONCHE . . .

HERE is a new aid to economy in the making of chocolate, two efficient units combined. It produces the same taste development in chocolate in 24 hours as is obtained in upwards of 72 hours of conching by older-type machines, and it turns out this better grade of chocolate with notable economies in cocoa butter.

Highest flexibility in controls for temperatures and aeration is featured, permitting application of specific requirements of the chocolate expert.

This conche synchronizes the various operations such as dispersion, aeration and moisture evaporation, so that the entire processing is effected in the shortest possible time.

Technical Inquiry Invited—Send for Illustrated Booklet.



**J. M. LEHMANN  
COMPANY, Inc.**

Established 1834

250 WEST BROADWAY  
NEW YORK, N. Y.

The Standard for Quality  
Machinery Since 1834

Factory: LYNDHURST, N. J.

John M. Pallick has purchased the Louis P. Lamb Candy Co., Lansing, Mich., and will continue manufacture of the same line of chocolates and candies. M. J. Pallick will be in charge of distribution; Frank J. Pallick will supervise the packaging and packing department, and James Taylor, who has been with the company for 14 years, will continue as candy maker.

The New York Manufacturing Confectioners Board of Trade held its monthly dinner forum in the evening of April 6. Their discussion concerned itself with the current outlook in the credit situation in the industry. In the opinion of A. J. Frick, credit manager of Life Savers Corp., Port Chester, N. Y., the World's Fair in New York should have a beneficial credit effect on the credit situation in the East.

## COIGNET GELATINES

ASSURE YOU PERFECT TEXTURE, COLOR AND PALATABILITY  
IN YOUR

## MARSHMALLOWS

ALSO MAXIMUM YIELD PER POUND

Samples and a good proposition available — Why not ask us?

**COIGNET GELATINES**

**INTERNATIONAL SELLING CORPORATION, Agents**

26 BEAVER ST.

NEW YORK, N. Y.

# LOSING MONEY?

Are you losing money—because of indoor weather troubles? Spoilage of chocolate and other materials in storage—candy that is too soft and soggy or too sticky—gumming up of wrapping machines—these and other handicaps due to improper temperature and humidity eat into profits.

If this is your problem, let us show you how it can be effectively solved by Sturtevant Air Conditioning. Our years of experience in solving similar problems for concerns such as Life Savers, Inc. and Wilbur-Suchard Chocolate Company are at your service.

The Cooling and Air Conditioning Div. E. F. Sturtevant Company  
HYDE PARK, BOSTON, MASS.  
Atlanta Camden Chicago Greensboro Los Angeles New York

## Sturtevant

*Air Conditioning*

FOR BETTER PRODUCTS AT LESS COST

EST. 1849

**PFIZER**  
QUALITY

**CITRIC ACID**  
POWDERED CRYSTAL  
GRANULAR

**TARTARIC ACID**  
POWDERED CRYSTAL  
GRANULAR

**SODIUM CITRATE**

**CHAS. PFIZER**  
& COMPANY, INC.  
81 MAIDEN LANE, NEW YORK, N.Y.  
444 W. GRAND AVE., CHICAGO, ILL.



## SUPPLY TRADE NOTES

### NEW ANGLE TO F.T.C. CASE AGAINST CORN PRODUCTS

The F.T.C.'s case against Corn Products Refining Co., New York, which already has attracted wide interest because of the basing point system of pricing involved, took on added significance recently when the commission introduced an amended complaint charging violation of the advertising allowance provision of the Robinson-Patman Act. The amended complaint also charged violation of a section of the Clayton Act, in connection with the long-term contracts Corn Products maintained with two starch companies and which the commission considers as designed to commit the buyers not to make purchases elsewhere.

The advertising charges centered around Corn Products' relation with Curtis Candy Company and Bachman Candy Company. Attorneys for the commission sought to bring out that Corn Products gave considerable advertising support to Curtis and Bachman and discriminated against smaller users of their products. J. D. Buhner, Corn Products general counsel, testified that the support given these companies consisted of Corn Products advertising of dextrose to familiarize consumers with its importance as a nutrition ingredient in candy. He said that Baby Ruth and Butterfingers bars were stressed on Corn Products advertising because they naturally were specific examples of dextrose in use.

General Counsel Buhner also declared that both Corn Products and the candy companies spent considerable sums in laboratory work before dextrose was adopted, and even more expense was necessitated by reprinting labels, wrappers, and other material on which the dextrose ingredient was indicated. While no agreement was maintained with Curtis, Corn Products was willing to spend \$1 for advertising for every \$3 spent by the candy maker. Such an arrangement, said Mr. Buhner, was open to any other customer willing to feature dextrose and who has a sufficiently strong selling organization to warrant the launching of an extensive advertising program. The point the commission is striving to make, said Frank H. Hall, acting as counsel for the refiners at the hearings, is that Corn Products was guilty of a Robinson-Patman Act violation because it did not advertise the fact that its advertising cooperation was available to all.

Goodyear Tire and Rubber Company, Akron, Ohio, recently made its first major bid to establish its product Pliofilm as a packaging material in competition to transparent cellulose. The first advertising to any industry on this product appeared in the February issue of CANDY PACKAGING.

Carrier Corporation, Syracuse, N. Y., recently held a demonstration at the New Yorker hotel, New York, of the latest developments in its lines of air conditioning equipment.

Fritzsche Brothers, Inc., New York, announce the establishments of two new branch offices, one at 2308 Carew Tower in Cincinnati, Ohio, and the other at 1406 Standard Building, in Cleveland. James R. Eller will manage



# DELFT GELATINE

*Dependable  
Uniformity*

When you improve ice cream texture you improve sales. DELFT Gelatine emulsifies and binds the liquids in the mix so as to produce a creamy, velvety texture of uniform smoothness and strength.

Use DELFT Gelatine because it is always Uniform in Strength and Purity . . . always sure to build sales and cut costs.

*Strength  
Purity*

## DELFT GELATINE WORKS

629 Grove Street

Jersey City, N. J.

the Cincinnati office and James F. Shumaker will be in charge at Cleveland. It is not the intention of the company to carry stocks at these new offices.

C. S. Carroll became sales manager of the bulk products division of the Walter Baker Co., Inc., Dorchester, Mass., on April 10.

George H. Sweetnam & Co., Cambridge, Mass., manufacturers and distributors of packaging materials, including box findings and bar wrappings, announce the addition of two representatives to their sales organization. They are: Herman Millradt, Inc., Milwaukee, Wis., and Chas. R. Phelps, Ft. Wayne, Indiana.

American Maize Products Company, New York, announces that Dr. A. P. Hellwig has been appointed assistant bulk sales manager. For the past three years he has been manager of the technical service division, and he will continue his activities in this capacity in addition to assuming his new duties. George H. Bunton has been appointed New England representative for the company, with headquarters in Boston. Mr. Bunton has been in the candy business in New England for the past 30 years.

Norman W. Kempf, manager of research and development at Walter Baker Co., Inc., Dorchester, Mass., has been appointed manager of the newly-created laboratory and research department, according to an announcement by C. H. Gager, president. Heretofore, the laboratory and research departments have been separate units at the Baker plant.

Standard Synthetics, Inc., New York, announces the opening of a branch office at 1514 North Front street, Philadelphia, under the management of Frank W. Wilson.

Despite the sharp decline of general business in 1938, compared with 1937, Corn Products Refining Co., earned a larger net profit, according to the annual report issued March 6 by George M. Moffett, president. Net income for 1938 was shown as \$9,753,669.

Buckeye Candy Club will hold its annual party at the Neil House, Columbus, April 15. Special speaker at the banquet will be Harry R. Chapman, president of the National Confectioners Association. Associated Candies, Inc., of Ohio, will hold its annual meeting at the same time.

The

## LIPEOMETER

(FAT TESTER)



... gives a direct reading when employed with a special solvent and other simple apparatus for the rapid determination of COCOA BUTTER.

Manufactured by

**SCHWARZ LABORATORIES**  
INC.

ANALYSTS

CONSULTANTS

**Specialists in the Chemistry of  
Confections and Cacao Products**

202 East 44th St.

New York, N. Y.

# QUALITY CHOCOLATE COATINGS



## HOOTON

CHOCOLATE  
COMPANY

339-361 NORTH FIFTH STREET, NEWARK, N. J.

ESTABLISHED 1897



## BUTTERVAN

A Distinctive Flavor in the Spirit of Summer, for your  
**CARAMELS, PAN WORK, Etc.**

A truly delightful flavor which we recommend without hesitation and which we know will win your favor.

Write For Working Sample

**James B. Long & Company, Inc.**

Chicago  
233 West Erie St.

New York  
415 Greenwich St.

## 100% Pure

Better  
Results!



**CONSUMERS IMPORT COMPANY, Inc.**

MAIN OFFICE: 112 BROAD STREET, NEW YORK, N.Y.  
BRANCH: 308 W. WASHINGTON STREET, CHICAGO, ILL.

## "Before You Buy - Ask WECOLINE"



about **HARD FATS**—to stiffen chocolate coatings; and for center work; about **COCONUT OIL**—for slab dressings; lubricants in chewing candies; fillings; nut cooking; popcorn seasoning, etc. Whenever you bring out a new piece, send to us for samples.

**WECOLINE Products, Inc. BOONTON, N.J.**  
Sales Offices: NEW YORK....CHICAGO....BOSTON

## VANILLIN



Interior of Factory  
Wisconsin, U. S. A.

**LIGNIN VANILLIN, C. P.**

The most significant product in the flavor field having revolutionized the methods of manufacture to produce a finer aroma at a lower cost.

**AROMATICS DIVISION  
GENERAL DRUG COMPANY**

170 Varick St., N. Y. C. 9 S. Clinton St., Chicago  
907 Elliot St., W., Windsor, Ontario  
Transportation Bldg., Los Angeles, Cal.

## DECLARATION ON "SALT WATER TAFFY" UNDER NEW ACT

In an opinion sent directly to THE MANUFACTURING CONFECTIONER, W. G. Campbell, chief of the Food and Drug Administration stated: "Whether or not the name 'Salt Water Taffy' is misleading is a question of fact. We have made no investigation to determine consumer understanding of this name. Unless it became apparent that purchasers were deceived by this name, we would not be disposed to initiate action solely because the term is applied to a confection which contains no salt water. Under Section 403(1) (2) of the new Act, it will be necessary for manufacturers to declare the basic ingredients of this product conspicuously on the label and also the presence of artificial flavor, artificial color, and chemical preservative if present. Moreover, under Section 201 (n) of the Act, it would probably be necessary to show conspicuously on the label that salt water is not used in the manufacture of this article."

Miss Mary Jeanne Drake, "Chicago Candy Queen," was a guest of the Sandy Valley Grocery Company's convention which was held in Ashland, Ky., March 27 and 28. She then hurried home to Chicago to be on hand for the Restaurant Manager's banquet the night of the 29th.

Allen E. Lusk, formerly manager of the Davenport Candy Co., Davenport, Iowa, has purchased the firms assets and will continue in the confectionery business.

Frank Mosel, formerly a partner in the Madison (Wis.) Candy Company, died at his home in Madison, March 31, at the age of 80.

## CONFECTIONERY BROKERS

**DONALD A. IKELER**

2029 E. Main Street  
KALAMAZOO, MICHIGAN  
Territory: Michigan

**GENERAL BROKERAGE CO.**

539 Tchoupitoulas Street  
NEW ORLEANS, LOUISIANA  
Territory: Louisiana and Mississippi

**HART POSKA COMPANY**

1020 4th Avenue, South  
SEATTLE, WASHINGTON  
Territory: Washington, Oregon and Idaho

**C. RAY FRANKLIN CO.**

416 Delaware Street  
KANSAS CITY, MO.  
Territory: Kans., Neb., Iowa, W. Missouri

**H. L. BLACKWELL COMPANY**

P. O. Box 3040—Sta. "A"  
EL PASO, TEXAS  
Territory: Texas, New Mexico and Arizona

# Training Packaging Designers

By IRWIN D. WOLF, V.P.\*

Kaufman Department Stores, Inc.  
Pittsburgh, Pa.

TO be a good package designer, one must have first, a gift of good taste; second, an ability to visualize; and third, the education necessary to use both of these gifts. First, one must have a clear conception of the problem. A course such as I should like to propose would conceive the problem as one of teaching the necessary background and then teaching the practical application thereof.

A course of the kind proposed, should teach young people first to use their imagination in the right direction; second, to use the basic routine and background knowledge which will permit them to be sure and to take a shorter cut when on the actual job.

To coordinate the artistic with the practical is, to my mind, the only problem to undertake in teaching packaging. Only the man or woman with broad knowledge of the past, and with the imaginative mind which senses the future as well as the present, can make a great package designer. We must steer our course so that we do not kill imagination by stressing routine, and that we truly find the middle road.

Now for the course itself. Its avowed purpose and policy would be to train a package designer to take his proper place in the present age of mass production; to harness the artistic and the practical; to study and interpret the trends of the day in terms of packaging. I would have my student pass a board examination that would determine his fitness to be a package designer. Certain standards would be set up and students admitted only on the basis of one year's apprenticeship. If, after the year was finished, these students were found incompetent or incompatible with the type of training offered, the course would no longer be open to them and they would be asked to find some other field. Their progress would be measured and if not found up to a certain standard, they would be released. They would be thoroughly trained in color harmony by the actual use of color; physical contact with it. They would be thoroughly trained in typography and layout by the actual operating of printing presses and type setting machines, as well as the production of the layout itself. All problems given would be actual problems and the work built up from the bottom. They would be thoroughly trained in materials and they would be given all types of materials to work with and their courses so laid out that it would be required to study the inherent qualities, possibilities of various materials. This would include trips to factories and possible cooperation in material factories to get actual experience. They would be given an elementary engineering course which would be laid out so that they would have enough technical knowledge to know that which was practical, and to reject mere outward

show. Then they would be given a course in "consumer sales relationship" which would teach them how to correlate all of the things they knew with the factor of competition.

Realizing that package designing is both an art and a science, with economics thrown in, will bring you to the proper view point about this course. It is a science insofar as knowledge of materials and wrapping methods and machinery are concerned; it is an economic problem insofar as costs, production and competition are concerned. A good package must both protect and sell. Therefore, actual use of an experience with package materials is most important. Studies of adequacy, strength, moisture and dust-proofness, weight, are as important as studies of color and typography.

Color, too, is important, and merits a big place in the studies of the future package designer. In the last year of the course many important packages would probably engineering details—costs that such redesigning would be given to students as problems. They would be asked involve.

The competitive angle, the consumer angle, the new legislation which affects packaging, the elements of selling, I have lumped under one section of the course which I call "consumer sales relationship" for want of a better word. But I mean that a good strong sales promotion course be given to the future package designer and this too would be given on the basis of actual work in the field with real problems given to the student to solve.

It has been my experience that any industrially produced object is a result of long cooperative effort, experimentation, research—with technicians and artists collaborating to determine what is best. It would be my idea that a finished package designer, while not an expert in every line, would be sufficiently grounded in all to be able to turn out a fine product. Every package designer must understand every integral part of the package. A gifted student should be able to interweave all the strands of his knowledge into a wonderful final product.

McLaurin-Jones Company, Brookfield, Mass., has recently issued a handbook which covers the subject of "informative labeling" in a most competent and thorough manner. The booklet gives complete data on the physical aspects of product identification, with illustrations showing actual and suggested informative labels.

Wray H. Callaghan has been appointed sales manager of the folding carton division of the Robert Gair Co., Inc., New York.

\* Abstract of address delivered at 9th Conference on Packaging, Packing and Shipping, Hotel Astor, New York, March 7-10.



## PACKAGING FALLACIES

By HARRY J. HIGDON\*

Advertising Manager, Phoenix Metal Cap Company  
Chicago, Ill.

**P**ROBABLY the most common of all the fallacies that apply to packaging is that *everybody* thinks he knows something about it. Yet the designing of packages is vastly more scientific, at least more complicated, than installing a kitchen sink, erecting a chimney, or barbering.

We are not making full use of the specialized knowledge of our experts, the package designers. We're still growing, making, building, and butchering our own packages. It takes a special breed of artist to be a package designer. In fact, I know two package designers who are not even artists. They're inventors.

But to show you how far afield package design can stray, *has* strayed:

A short time ago a letter from a printer, a printer of letterheads, business forms, cards, etc., found its way to my desk. It stressed the growing importance of packaging. (A startling new discovery.) It outlined the several ways that this particular printer was qualified to aid manufacturers in *restyling* their packages.

There is no law or regulatory measure (yet) prohibiting any person or company from setting themselves up as package stylists, if they want to do so. All they need is a certain native ability, an accumulation of obscure conversation, a bottle of carbon black ink, and a box of child's paints. Experience or basic knowledge of the problems involved seem to be of small consequence. I don't know of anything, that is, anything definite, that can be done about it. But, meanwhile, they do the packaging industry, and industry as a whole, a great amount of harm.

In the designing of effective packages the following is required: Shrewd, accurate analysis of merchandising problems; up-to-the-minute contact with needs, styles, trends; broad experience to provide knowledge of what's been done before; inventive ingenuity with an eye as to what might be new in the immediate future; yes, and even ability to organize and write copy.

Then, of course, there is specialized knowledge required which relates to:

Materials—paper, board, glass, metal, plastics. Processes, printing, blowing, stamping, forming. Production—filling, labeling, sealing, closing, cartoning, wrapping.

But no matter how good it is there comes a time and a place in the life of every package—old, or just turning middle age—when it should be reconsidered on the basis of present day values. The old package must change, or hopelessly lose step with the times. A list of manufacturers who have profitably changed their old packages include most of the important names in the packaged product industry. In fact it has been a common occurrence in the last eight or ten years for a manufacturer to turn the change of his package into a nice profit, by introducing a new sales appeal in his advertising, by providing his salesmen with additional selling arguments, by winning better shelf position in the stores, by obtaining more favorable consideration of the consumer.

\* Abstract of address delivered at 9th Conference on Packaging, Packing and Shipping, Hotel Astor, New York, March 7-10.

## CANDY AGAIN FEATURES PACKAGING EXPOSITION

**C**ANDY was again much in evidence at the Ninth Packaging Exposition sponsored by the American Management Association and held this year at the Hotel Astor in New York, from March 7 to 10. Prominent use of candy in the various displays and the large attendance at the exposition and conference meetings by confectionery manufacturers indicates that our industry is becoming more and more packaging-conscious.

Among exhibitors well-known in the confectionery industry who used candy in their booths were the Do-beckmun Company Cleveland, Ohio, who showed several packages of candy in their display to illustrate how their cellulose bags may be adapted to confectionery items.

A profusion of packages of candy utilizing Cellophane in many different ways were shown in the exhibit of the Cellophane division of the E. I. duPont de Nemours Co., Wilmington, Delaware.

Pliofilm, the new transparent, water-proof packaging material with which the Goodyear Tire and Rubber Co., Akron, Ohio, entered the packaging field, was featured in this company's booth, where demonstrations showed how this material and ribbons and bags made from it are applicable for use in the candy industry. In conjunction with the Goodyear booth, Freyberg Brothers New York distributors of ribbon made from Pliofilm, were displaying their colorful line.

An attractive display of re-use containers of wood was featured in the exhibit of the Merchants Box Co., New York. These wooden chests and other boxes of this type make practical gift boxes for candy, and it was pointed out that a large order for one of the finest containers displayed had just been signed by a leading candy manufacturer.

At the booth of the Heat Seal-It Co., Philadelphia, manufacturers and distributors of sealing machinery, one of these machines was sealing cellulose bags of candy. Shipping containers of unusual design, many of which are adaptable for candy shipping, made up the colorful exhibit of the Hinde and Dauche Paper Co., Sandusky, Ohio.

Much interest was manifested in the transparent containers on display in the booth of the Monsanto Chemical Co., Springfield, Mass. Several attractive packages for candy were shown. Packaging Machinery Co., also of Springfield, Mass were displaying several of their machines, which are used extensively in the candy industry, most of them for high-speed packaging of individual pieces, boxes, etc. Another company showing packaging machinery applicable to the rapid packaging of candy was the P. B. Redington Co., Chicago.

One of the most colorful displays was that of the Reynolds Metals Co., Richmond, Va., which contained a large number of candy packages using their aluminum foil. Another attractive booth was that of the Riegel Paper Corp., New York. Their papers, particularly their transparent glassine wrapping material, Diaphane, are used extensively in the confectionery industry, and many of the packages on display were of candy. St. Regis Paper Co., New York, showed an interesting movie emphasizing the use of their 10 lb. to 300 lb. sacks for packaging sugar of which this industry is so large a user.

Sherman Paper products Co., Boston, Mass., displayed their corrugated board which is often used as window



## Riegel's Carton Wrap

Take just a minute and check Riegel's Carton Wrap for quality, protection and price—the three obvious essentials. Quality and protection are tops. You'll find a clean, opaque white—brilliant printing with sharp impressions—strength that won't permit breaking at corners—a positive seal and full moisture protection to keep candy from graining.

Then how about price? If you are using a printed carton wrap, you'll find these better Riegel wraps cost no more. If you're using an unprinted wrap, write and see how little extra it will cost to secure the greater sales appeal and added advertising value of a really good printed job.

This is but one of a complete line of candy packaging papers made at the Riegel mills. Check all your requirements with us.

**RIEGEL PAPER CORPORATION**  
342 MADISON AVE. NEW YORK, N. Y.

# Riegel Papers

display material in the confectionery industry. Stokes & Smith Co., Philadelphia, were using candy to indicate the manner in which their Transwrap machine makes, fills, and seals bags of transparent cellulose.

Among candy industry executives and personnel seen at the meetings and in the Exposition hall were the following:

Morris Cushman, Elizabeth M. Graham, Elizabeth D. Johnson and Margaret M. Kedian of the New England Confectionery Co., Cambridge, Mass.; Ben Misroch of the Majestic Candy Co., Jersey City, N. J.; F. L. Daggett of the Daggett Chocolate Co., Cambridge, Mass.; Rudolph J. Kantner, Henry Heide, Inc., New York; Marc J. Heideberger, Heideberger Confectionery, Philadelphia; Elliott S. Peterson and Ella Saylor, Miss Saylor's Chocolates, Inc., Alameda, Cal.; G. Posthill, Life Savers Corp., Port Chester, N. Y.; E. A. Messenger, Lamont-Corliss & Co., Fulton, N. Y.; G. W. Freise, Royal Nut & Candy Co., New York.

E. A. De Groodt, Mrs. Southern Sweets, New York; John B. Jacobs, Harry A. Levy and John Lyons, Rockwood & Co., Brooklyn, N. Y.; Charles A. Cari and Mrs. Cari, Phoenix Candy Co., New York; Edward A. Terry, Wallace & Co., Brooklyn; W. J. McDonald and Irene Pecheur Steiner, Pecheur Lozenge Co., Brooklyn; Mr. and Mrs. C. Salmon, Advance Candy Co., New York; H. F. Ahrens, E. W. Hoops, H. L. Hoops, and W. F. Hoops of Hawley and Hoops, New York; H. E. Davis, Davis Candy Co., Akron, Ohio; A. Gausman, Steve Pelles and W. R. Zwoyer, Henry Heide, Inc., New York; D. Reiner and H. Reiner, Hermine Reiner Co., Brooklyn; Allen F. Clark, Clark Bros. Chewing Gum, Pittsburgh; A. P. Delahunt, Goudy Gum Co., Boston, Mass.; T. A. Kerr, Kerr's Butter Scotch, Inc., Brooklyn.

Charles Fotschky and Gordon B. Quingel, Life Savers Corp., Port Chester, N. Y.; S. H. Slesserm Hershey Chocolate Corp., Hershey, Pa.; Thomas Cruthers, Jr., Charms Co., Bloomfield, N. J.; George Boderck, Quaker Maid Co., Brooklyn; Gene Louis Breton, Chocolate Menier, Hoboken, N. J.; Ida May Barrett and Josephine Ladman, Ida May Chocolate, Woodmere, L. I., N. Y.; and Stanley Gay, Albert Gay and George Goldee, Honey Brand Nut and Candy Co., Kingston, Pa.

## SET WAGES FOR WOMEN IN ILLINOIS PLANTS

Martin Durkin, state labor director, recently issued an order establishing a minimum wage rate for women and minors employed in the Illinois confectionery industry, effective June 1.

A wage board for the confectionery industry recommended minimum rates of 35 cents an hour for the Chicago area and 31½ cents an hour in the downstate area and Durkin's order, establishing these rates, followed his approval of the board's report.

The new regulation calls for a 44-hour week, with time and one-half for overtime. During peak periods, minimum rate in excess of 44 hours, but not more than 48 hours, is 10 per cent more than the regular hourly rate.

## NINTH PREMIUM SHOW TO BE HELD IN CHICAGO

The Ninth. Annual Premium Conference and Exposition sponsored by the Premium Advertising Association Association, Inc., of America, will be held at the Palmer House, Chicago, May 1 to 5. An unusually large exposition is indicated by the large number of exhibitors who have already contracted for display space.

The Round Table Session, inaugurated at last year's convention, will again be held this year, on Tuesday morning, May 2. With 42 state legislatures meeting, innumerable laws and amendments to present laws are being introduced daily and many of these will affect the use of premiums.

Charles W. Dunn, legal counsel for the association, will address the Round Table session on: "Recent Developments of the Premium Advertising Law." The second speaker is Clinton Brown, campaign manager for the General Electric Appliance Co., Chicago, who will discuss "The Use of Merchandise Prizes to Stimulate Organized Sales Effort." The third speaker is not yet definitely scheduled, but reports indicate Louis Porter, L. Fish Furniture Co., Chicago, will probably fill this spot on the program.

The dinner-dance, floor show, and entertainment will be held in the Grand Ballroom of the hotel this year in order to accomodate the expected crowd.

## FLEER'S PREMIUM DRIVE CALLED SUCCESSFUL

The Frank H. Fleer Corporation, chewing gum manufacturers of Philadelphia, Pa., wanted to stimulate trade on their line during the Christmas season, which is usually a dull season for gum. Through arrangement with a watch company, Fleer's offered a watch premium deal for which their key distributors only were eligible. Over 600 of the watches were distributed to the key distributors during the campaign, which is reported to have increased sales of Fleer's gum substantially.

This story has an aftermath, also, indicating the value of premium drives. The distributors liked their watches so well and the manner in which they had earned them, that they promptly adopted the same promotion plan and the same premiums for their dealers. Thus, the distributors in turn won the good will and active cooperation of their dealers to push Fleer gum, so that the gum manufacturer found a roll-up out of all proportion to the cost of the prizes given to the 600 key distributors.

**CANDY TIED WITH**  
**RIBBONS—Means More Sales**

*We have largest stock in the Middle West*

Satin—Messaline—Tinsel—  
French Chiffon—Novelty and  
Printed Ribbons—Rib-O-Nit  
—Ready-Made Bows and  
Rosettes.

*Immediate delivery—High in  
quality—Low in price*

**R. C. TAFT CO.**  
429 W. RANDOLPH ST. CHICAGO

**Official Bulletin**  
of the  
International Office  
for  
Cocoa and Chocolate

69 rue Ducale  
Brussels, Belgium

Annual Subscription  
30 belgas

**Ferbo** <sup>A and B</sup> BUTTER FLAVORS

**HIGH GRADE and  
RANCID PROOF**

Emulsion "A" \$5.90 per gal.  
Liquid "B" \$5.40 " "

F. O. B., any point in U. S. A.

**THE FERBO CO.**  
MADISON, N. J.



## JONES TELLS N. Y. GROUP ABOUT FOOD, DRUG LAW

W. Parker Jones, general counsel of the N. C. A., was the guest speaker at a meeting of the Association of Manufacturers of Confectionery and Chocolate held at the Pennsylvania Hotel, New York, March 30. Albert Horowitz, president of the association, introduced William Heide, chairman of the legislative committee, who in turn introduced Mr. Jones.

Mr. Heide said that in the experience of his company, the actual work of conforming to the New Food and Drug Law was not nearly as difficult as might appear at first glance. Using a nickel package of pastilles to illustrate his remarks, he said that the work of re-designing the package to make it conform with the law and still keep the characteristics by which it has become well known to the public, required less than two hours of experimentation. He expressed the opinion that most manufacturers would likely find most of their packages just as easy to re-design.

Mr. Jones briefly outlined the main principles of the Law as they relate to Confectionery. First, candy may not contain non-nutritive substances. Second, candy must be made under sanitary conditions. It is possible for the Federal Government, under the new law, to seize candy made in a factory considered unsanitary by its investigators. Third, no package for candy may contain harmful paper coating or other substance which actually touches the candy. Fourth, a declaration of four main items of information must be on the label or main panel: Net weight; name of product; name and address of manufacturer, distributor, or packer; and a list of ingredients contained in the candy.

Discussing bulk goods, Mr. Jones stated that each individual piece, even though wrapped, does not have to carry the information as to ingredients. However, the box in which it is sent to the retail dealer must carry the information. As to bar goods, the speaker said the information on ingredients need not be entirely on the main panel of the wrapper, but must begin there and be continuous around to the side and rear. Pops are considered bulk goods and labeling requirement as to bulk goods applies to them.

Mr. Jones also took up specific cases to illustrate proper listing of ingredients. Where vanillin is used, it is not sufficient merely to declare so, but the statement must include the information that the candy is artificially flavored. Only fresh egg whites may be declared as such; powdered eggs or albumen must be individually and separately listed. Where milk is used, it must be qualified as to skimmed or whole milk, evaporated, condensed, or dry. Artificial flavors need not be named, said the speaker, but may be declared as such and need not be further qualified as artificial colors, but the word "pure" cannot be used. Use of glaze on certain candies must also be declared. Basic products like flour, sugar and syrup must be qualified.

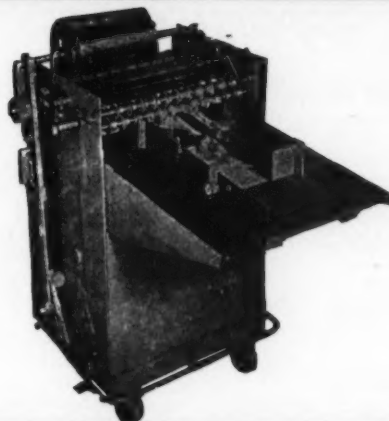
Many questions were put to the speaker at the conclusion of his formal address. In conclusion Mr. Jones stated that there are only a few individual problems which are difficult to work out, but that there is little need for the manufacturer to become upset, since the law boiled down to the essentials affecting candy is really quite simple.

for April, 1939

## ... and IT SAVES it's cost within a short time

This PETERS CELLOPHANE SHEETING AND STACKING MACHINE is used throughout the CONFECTIONERY INDUSTRY where sheet cellophane is used for hand wrapping. Material is purchased in rolls, saving 10-25%. Sheets are then automatically cut to size on this fully automatic machine, which requires no operator.

Handles sheets from 2"-24" wide x 3"-36" long. Can be equipped with Electric Eye to handle printed material. Also Predetermining Counter and Slitter, if desired. Ask us to send you complete information about this inexpensive machine and see how easily costs can be reduced by cutting your own material from roll stock.



## PETERS MACHINERY CO.

4700 Ravenswood Ave.

Chicago, Ill.



ALWAYS  
DEPENDABLE



IDEAL

## WRAPPING MACHINES

The satisfaction of KNOWING that their wrapping machines will give EFFICIENT, UNINTERRUPTED SERVICE AT ALL TIMES is just one reason why candy manufacturers the world over prefer IDEAL Equipment. These machines, suitable for both large and small manufacturers, are fast, always de-

pendable and economical. The SENIOR MODEL wraps 160 pieces per minute; new HIGH SPEED SPECIAL MODEL wraps 325 to 425 pieces per minute.

Both machines are built for the most exacting requirements and carry our unqualified guarantee.

Write For Complete Specifications and Prices

## IDEAL WRAPPING MACHINE CO.

EST. 1906

MIDDLETOWN, N. Y. - - - U. S. A.

## BUYERS' "CANDY ANDY"

### of CANDY PACKAGING Machinery, Materials, Supplies

Check the items for which you are, or will soon be, in the market, and we will see that you are supplied with complete information about them, or that a salesman contacts you.

#### "CANDY PACKAGING"

published by

#### THE MANUFACTURING CONFECTIONER

400 W. Madison Street, Chicago

71 W. 23rd Street, New York

#### MACHINERY

Bag Making and Filling  
Cartoning  
Sealing  
Sheet Cutters  
Staplers  
Tying  
Wrapping  
Bar  
Box  
Individual  
Open Boats (Group)  
Pop

#### MATERIALS & SUPPLIES

Bags  
Cellophane  
Glassine  
Pliofilm  
Wax Paper  
Other

Baskets  
(Specify Type)

Boxes  
Folding  
Novelty  
Metal  
Set-Up

Box Findings  
Cups  
Dividers  
Doilies  
Lace  
Liners  
Padding

Cans

#### Cartons, Shipping

Egg  
(Specify Size and Type)

Jars, Glass  
Lithography  
Papers, Wraps, Etc.

Avenized

Coated

Dipping

Foil

Glassine

Novelty

Parchment

Pliofilm

Shredded

Tissue

Transparent Cellulose

Waxed

Wrapping

Re-Use Containers  
(Specify Type)

#### Sales Aids

Display Containers  
Display Materials  
Display Racks  
Novelties and Toys  
Premiums  
Sales Boards  
Salesmen's Cases  
Show Cases

#### Sticks, Sucker

#### Trimnings

Cellulose Tape  
Cord  
Labels  
Ribbon  
Seals

#### Miscellaneous Items

## CANDY MAN'S CALENDAR

(May 1939)

- 1— 5 Annual Convention, Premium Advertising Association of America, Palmer House, Chicago.
- 1— 4 Convention, American Drug Manufacturers Association, The Homestead, Hot Springs, Arkansas.
- 2— 4 Convention, Chamber of Commerce of the United States, Washington, D. C.
- 7—11 Convention, Western Confectioners Association, Sir Francis Drake Hotel, San Francisco, California.
- 14 Mother's Day.
- 15—19—Western Traffic Conference, St. Francis, Hotel, San Francisco, California.
- 22—24 Convention, ASSOCIATED RETAIL CONFECTIONERS of the United States, Statler Hotel, St. Louis, Missouri.
- 22—25 56th ANNUAL CONVENTION, NATIONAL CONFECTIONERS ASSOCIATION, Palmer House, Chicago.
- 22—25 Convention, National Association of Purchasing Agents, Fairmont and Mark Hopkins Hotels, San Francisco, Cal.
- 31 Memorial Day.

In a recent issue of *Reader's Digest* under a department called "Talk of The Town, Excerpts from the 'New Yorker'," the following interesting squib was published about one of the prominent candy manufacturers in New York: "So far as we have been able to learn, Lamont, Corliss and Co., makers of Pond's Vanishing Cream and Nestle's Chocolate, have the strongest cooperative maternal instinct of any firm in the city. A couple of years ago a company official got the conviction that the organization should provide rubbers for its 175 female employees on rainy days, and since then, it has done so, with a firm hand. A monitor with an assortment of sturdy, high-sided rubbers that could have stocked a shoe store, was assigned to pass through the offices and equip the girls when weather was inclement. It was her duty to make certain that the girls were wearing rubbers when they ventured out. Now the firm has placed the girls on the honor system. Lamont, Corliss & Co., are confident that rubbers have paid for themselves many times over in fewer colds and hence, higher efficiency and less absence from duty."

## BASEBALL IS HERE

BASEBALL — FC-5010 100-Hole Push Card Takes \$5.00. Pays 68 candy bars and 1-lb. chocolates.

Price—\$0.90 per doz., \$6.18 per 100.

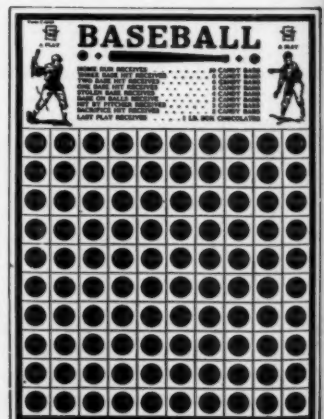
Chas. A. Brewer & Sons

"The Largest Board and Card House in the World"

6320-32 Harvard Ave.

Chicago

U. S. A.



☐ Have Salesman Call ☐ Send Information, Prices, Etc.

Company .....

Street .....

City ..... State .....

By .....

Note: This request must bear the name of the firm and must be signed by the authorized purchasing agent or an officer of the firm. If an individual firm, by the owner.

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Hotel,

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